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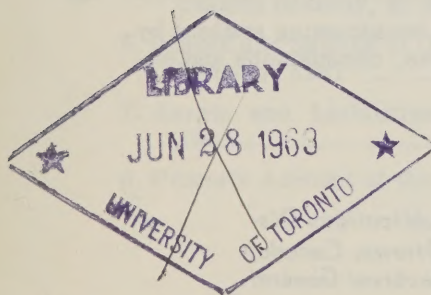


CANADA

RADIO AND TELEVISION BROADCASTING

1961

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INTRODUCTION

Presented herein are the results of the survey of the Canadian radio and television broadcasting industry for 1961. This is the first year that the Dominion Bureau of Statistics has co-operated with both the Board of Broadcast Governors and the Department of Transport in the collection of statistics and other information that are necessary to all three government agencies. As a result of this co-operation, the financial information in this report is presented with much greater detail and accuracy than was possible previously, and for the first time balance sheet data are available. The historical data in Table 1 of this report have been taken from the reports prepared by DBS in previous years, but the figures have been adjusted to make them comparable with those presented for 1961.

Review of Survey Results

The radio and television broadcasting industry in Canada registered increases in operating revenue in each year during the six-year period for which information is available as shown in Table 1 of the report. The amounts shown as operating revenue for each year in Table 1 differ from the figures given for total net revenues in earlier reports. Several adjustments were made to previous years' figures to bring them into line with figures for 1961.

The total operating revenue of the broadcasting industry in 1961, increased to \$110.6 million from \$104.4 million in 1960, an increase of 6%. Of these totals the radio broadcasting sector contributed \$51.5 million in 1961 or 46.6% and television broadcasting contributed \$59.1 million or 53.4%. This compares to the results of 1960 which, on a comparable basis, showed that radio contributed \$51.5 million or 49.4% and television \$52.9 million or 50.5%.

With the advent of eight new privately-owned TV stations the broadcasting industry (including the CBC) received more revenue from local and national advertising and from advertising carried by private networks, but less was received by the private stations and the CBC from advertising carried on the publicly-operated networks of the CBC. The statistics show an increase of \$3.8 million or 9.3% in revenues from privately-operated networks and national advertising, an increase of \$3.1 million or 8.9% from local advertising, and a decrease of \$3.3 million or 13.5% from advertising carried on public networks.

Operating expenses of the broadcasting industry increased from \$157.6 million to \$181.1 million between 1960 and 1961, an increase of 15%; this increase changed an overall operating profit of \$6.1 million in 1960 to a loss of \$0.2 million in 1961. Prior to 1961, wages and salaries, artists and other talent fees, and representative agency commissions were the only expenses collected in detail; therefore, no detailed analysis can be made. However, total expenses including the classes noted above increased at a greater rate than did operating revenues.

Financial and other statistics of the publicly-owned Canadian Broadcasting Corporation are published each year in the corporation's annual report and in the Canada Year Book, but there has been little information available on the 249 privately-owned stations. Most of the tables that follow refer to the operations of the whole industry, including the CBC but the operating results of privately-owned radio and television stations are reported by revenue groups in Tables 4 & 5. Data for privately owned stations are for the calendar year or for their fiscal period ended nearest to December 31, 1961, while data for the Canadian Broadcasting Corporation are for the fiscal year ended March 31, 1962.

Some broadcasting firms have sources of income and may incur expenses from other-than-broadcasting activities. In 1960 and 1961, the net of other-than-broadcasting income less expenses showed an addition to net income of \$3.8 million and \$1 million respectively (Table 1). Income taxes paid by the profitable firms amounted to \$4.9 million in 1960 and \$3.5 million in 1961. After the above adjustments, Table 1 shows that the private broadcasting industry suffered a net loss during 1961 of \$2.7 million compared to a net profit of \$5.0 million in 1960.

In 1961, there were a total of 6,130 employees engaged in radio broadcasting earning \$28.5 million, an increase of 3.1% over the total salaries and wages paid in 1960. Television broadcasting employees totalled 9,384 and were paid \$46.4 million in salaries and wages in 1961, an increase over 1960 of 20.7% in number of employees and 22.3% in their total wages and salaries.

During the latter part of 1960 and the first part of 1961, there were eight new privately-owned television stations set up in the major market areas of Canada. This is an increase of 17% in number from the previous year and accounts for a major part of the shift of television advertising revenues from "network" to "local and national". In addition the expense of starting up a commercial television station is substantial because of the cost and effort needed to build up the station's time sales to advertisers, adjustments to new equipment etc; this factor has been a major contributor to the operating loss of \$3.0 million by the television industry (Table 3).

Table 6 carries forward from Tables 2 and 3 the operating profit and loss of radio and television sections of the broadcasting industry, and shows the addition of other income not connected with operations of a broadcasting station, and the deduction of non-operating expenses. Table 6 shows the net income before taxes of the privately-owned broadcasting industry amounts of \$829,732, but the impact of income tax on those stations that made a

profit, combined with the numerous stations that suffered losses, resulted in an overall loss for the year. As shown in Table 1, this is the second year in the period from 1957 that the industry showed an overall loss. There are no CBC profits or losses in the figure of profit before taxes, because the unexpended balance of the parliamentary grant is treated as an account due to the Government of Canada.

Table 7 shows the balance sheet of the broadcasting industry in 1961. It is arrived at by combining the balance sheets of all private radio and

television broadcasting stations and the CBC together. The equity of the government of Canada in the CBC amounting to \$41 million is included in the amount shown as common stock in the statement. Detail on the breakdown of the total figure for fixed assets appears in Table 8 of the report.

The following table summarizes the breakdown of the balance sheet (Table 7) of the broadcasting industry, between the CBC and the total of the private stations; the balance sheet of the CBC is as at March 31, 1962:

	CBC	Private stations	Total
	thousands of dollars		
Current assets	15,733	28,316	44,049
Fixed assets less reserve for depreciation	32,026	56,434	88,460
Other assets	—	14,398	14,398
Total assets	47,759	99,148	146,907
Current liabilities	6,733	27,780	34,513
Long term debt	—	33,308	33,308
Sundry reserves	—	2,454	2,454
Preferred stock	—	11,163	11,163
Common stock	41,026	7,656	48,682
Surplus	—	16,787	16,787
Total	47,759	99,148	146,907

The figures in the above table dealing with the private sector of the industry are made up by combining together the balance sheets of 55 television stations and 194 radio stations. Most of these private stations are independent, although some stations have common ownership.

According to the DBS publication *Private and Public Investment in Canada, Outlook 1963* the expenditures on construction and machinery and equipment by the broadcasting industry in 1961 amounted to \$19.9 million. This compares to similar expenditures of \$13 million in 1959 and \$23 million in 1960.

Concepts

Previously the report showed the revenues and expenditures of the Canadian Broadcasting Corporation and privately-owned stations separately. This year we are showing the operating results of the industry as a whole in Tables 1, 2 and 3.

Operating Revenue

Table 1 shows broadcasting revenue of the industry as reported for the years 1956-61 by DBS. However, certain adjustments were made to the figures for revenue as reported in the previous years to make them comparable with those that we report for 1961. For the years 1956-60, we had asked that the stations segregate certain expenses incurred and paid by them on account of the advertiser and deduct these expenses from both their revenue and their expenditure for the year under review, leaving a figure of net revenue. For 1961 we did not ask

the stations to segregate these expenses so, to make the figures comparable over the period, we have added these expenses back to the appropriate revenue item and shown them as part of the industry's operating expenditure.

Table 1 shows a statement of operating expenditure of the industry for each of the years covered. Prior to 1961 three items of operating expenditure were collected on a basis comparable to our analysis for the current year, and these have been shown. All other operating expenditures for the years before 1961 are included in "other operating expenses".

All broadcasting stations were asked to report advertising revenue, net of advertising agency commissions, received from network, national and local advertising. In the case of network advertising

revenue, arrangements are generally made by the advertiser or the advertising agency directly with the Canadian Broadcasting Corporation, or with other networks; the individual stations will show as revenue only the amount that was received from the network.

National advertising revenue is revenue received directly by the station from national or regional advertisers for programs, announcements and spot advertisements, broadcast on a non-network basis. Both CBC-owned stations and privately-owned stations receive this type of revenue.

Local advertising revenue is usually received from local or district advertisers for programs or announcements broadcast on a non-network basis. Advertising of this type is usually secured by the salesmen that are employed by the individual station. Both CBC-owned stations and privately-owned stations receive this type of revenue.

Glossary of Terms

1. Network advertising revenue is defined as revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. National advertising revenue is revenue received from national or regional advertisers for programs or announcements broadcast on a non-network basis.

3. Local advertising revenue is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis.

4. Other non-broadcasting operating revenue is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

Tables 4 and 5 provide a breakdown of the revenues and expenditures of privately-owned radio and television stations grouped according to their total operating revenue. As a result of overlapping the groups, some stations appear in two groups, and no totals are shown for the privately-owned industry. This year we are not reporting on the network affiliation of the privately-owned radio broadcasting industry because the Canadian Broadcasting Corporation has amalgamated the Trans-Canada and Dominion Networks.

Previously the results of the operations of the CBC were shown separately. This year they have been included in the industry totals, Table 1, and are included with Ontario figures in the provincial breakdown, Tables 2 and 3. The CBC publishes the results of its operations in its report to Parliament, but their statistics included in this report have been revised to agree with the overall concepts of the industry.

5. Representative agencies are individuals or organizations which are hired by broadcasting stations to seek the business of national and regional advertisers for them on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually covers the local market.

6. Advertising agencies are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. Other income (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources).

8. Other expenses (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting, donations).

9. Additions and deductions to the surplus account (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense).

**TABLE 1. Operating Revenue and Expenditure and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry 1956 - 61**

	1956	1957	1958	1959	1960	1961
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on publicly-operated networks	14,717,133	18,097,332	19,640,855	24,457,000	24,239,000	20,966,918
(b) Privately-operated network and national advertising	23,852,732	27,877,972	32,407,233	37,818,000	40,679,000	44,470,753
(c) Local advertising	26,921,305	26,958,334	29,293,009	33,464,000	35,323,000	38,472,015
Total broadcasting revenue	65,491,170	72,933,638	81,341,097	95,739,000	100,241,000	103,909,686
Other non-broadcasting operating revenue	956,968	3,183,950	4,020,511	4,132,000	4,142,000	6,679,486
Total operating revenue	66,448,138	76,117,588	85,361,608	99,871,000	104,383,000	110,589,172
Grants received	37,191,971	41,177,181	54,120,031	52,300,000	59,289,000	70,252,273
Total operating revenue and grants	103,640,109	117,294,769	139,481,639	152,171,000	163,672,000	180,841,445
Operating expenditure ¹ :						
Representative agency commissions	2,133,159	2,723,093	3,071,858	3,533,000	3,880,000	4,303,323
Interest charges	1,902,593
Depreciation and amortization of lease-hold improvements	6,218,805
Rent, repairs and maintenance	8,856,556
Property taxes	914,330
Fuel and electricity	2,133,581
Salaries and wages	40,115,689	47,288,044	53,624,775	59,343,000	65,519,000	74,970,241
Benefits	3,539,240
Artists' and other talent fees	10,525,260	8,555,108	10,226,194	14,837,000	16,422,000	18,650,171
Performing rights	5,647,731
Telephone and telegraph and outside services	16,511,189
Films, tapes, recordings—rental and purchased	17,617,993
Advertising and promotion	4,583,559
Taxes and licences (other than income or property)	1,293,566
Other operating expenses	41,289,426	61,134,951	61,749,748	65,397,000	71,775,000	13,926,095
Total operating expenditure	94,063,534	119,701,196	128,672,575	143,110,000	157,596,000	181,068,973
Net operating income (loss) including grants	9,576,575	(2,406,427)	10,809,064	9,061,000	6,076,000	(227,528)
Net of other income and other (expenses)	(2,663,062)	(208,413)	73,377	3,636,000	3,790,000	1,057,260
Provision for income taxes	1,042,785	4,377,585	5,671,000	4,858,000	3,504,289
Net income after taxes	(3,657,625)	6,504,856	7,026,000	5,008,000	(2,674,557)
Average monthly number of employees	10,498	11,930	12,896	13,241	13,885	15,514

¹ Does not include Advertising Agency Commissions which are estimated to be \$10,636,328 in 1961.

.. Figures not available.

TABLE 2. Operating Revenue and Expenditure and Employee Statistics of the RADIO Broadcasting Industry by Province, 1961

	Newfound- land and Prince Edward Island 5 stations	Nova Scotia 10 stations	New Brunswick 9 stations	Quebec 41 stations	Ontario ² 66 stations	Manitoba 9 stations	Saskat- chewan 14 stations	Alberta 16 stations	British Columbia 24 stations	Total 194 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on publicly-operated networks	2,306	4,999	14,157	82,093	939,584	4,543	32,304	12,272	14,523	1,106,781
(b) Privately-operated network and national advertising	373,926	673,939	434,677	5,529,118	7,767,612	1,138,661	921,398	1,434,059	2,110,921	20,384,311
(c) Local advertising	863,857	1,061,164	909,580	5,892,284	9,678,562	1,382,183	1,979,257	3,180,600	3,389,460	28,336,947
Total broadcasting revenue ..	1,240,089	1,740,102	1,358,414	11,503,495	18,385,758	2,525,387	2,932,959	4,626,931	5,514,904	49,828,039
Other non-broadcasting operating revenue	20,573	3,145	42,108	532,867	614,035	108,204	73,227	140,667	145,458	1,680,284
Portion of grant applied to radio broadcasting					18,200,033					18,200,033
Total operating revenue	1,260,662	1,743,247	1,400,522	12,036,362	37,199,826	2,633,591	3,006,186	4,767,598	5,660,362	69,708,356
Operating expenditure: ¹										
Representative agency commissions..	40,771	86,757	74,633	764,492	945,388	162,082	124,079	172,587	288,578	2,659,367
Interest charges	8,039	19,682	16,216	83,353	344,061	76,332	17,112	51,846	63,893	680,534
Depreciation and amortization of lease-hold improvements	79,401	71,819	46,234	779,782	860,655	130,567	150,869	255,732	281,637	2,656,696
Rent, repairs and maintenance	49,618	80,525	58,946	697,171	2,458,291	110,915	123,299	240,046	185,671	4,004,482
Property taxes	7,962	23,137	20,486	69,737	193,324	16,352	14,599	27,639	33,928	407,164
Fuel and electricity	22,303	37,256	46,614	110,272	280,113	42,099	76,849	82,590	112,768	810,864
Salaries and wages	516,117	834,467	699,612	4,713,162	14,208,622	1,161,736	1,416,857	2,365,830	2,628,110	28,544,513
Benefits	11,677	31,095	16,325	139,636	743,407	20,182	35,865	69,249	92,759	1,160,195
Artists' and other talent fees	14,832	25,737	19,912	937,790	4,984,946	91,302	26,819	81,300	112,642	6,295,280
Performing rights	28,784	37,059	34,383	264,995	1,475,434	44,131	71,746	99,308	92,746	2,148,586
Telephone and telegraph and outside services	94,853	136,898	150,200	902,238	4,720,341	173,860	231,494	360,289	414,306	7,184,479
Films, tapes, recordings — rental and purchased	26,134	32,421	14,730	95,087	555,394	32,359	13,556	51,377	49,623	870,681
Advertising and promotion	67,861	38,560	28,807	489,706	1,231,617	190,629	82,860	186,154	310,696	2,626,890
Taxes and licences (other than income or property)	15,929	21,740	13,268	179,341	202,672	49,065	33,969	68,213	109,282	693,479
Other operating expenses	125,934	138,071	95,350	1,152,742	2,987,614	352,345	251,719	429,389	628,605	6,161,769
Total operating expenditure	1,110,215	1,615,224	1,335,716	11,379,504	36,191,879	2,653,956	2,671,692	4,541,549	5,405,244	66,904,979
Net operating revenue (loss)	150,447	128,023	64,806	656,858	1,007,947	(20,365)	334,494	226,049	255,118	2,803,377
Average monthly number of employees	118	205	186	1,043	3,112	186	318	461	501	6,130

¹ Does not include advertising agency commissions which are estimated to be \$3,330,316.² Includes the results of the operations of the CBC.

TABLE 3. Operating Revenue and Expenditure of the TELEVISION Broadcasting Industry by Province, 1961

	Atlantic Area	Quebec	Ontario ²	Manitoba and Saskat- chewan	Alberta	British Columbia	Total
	8 stations	11 stations	16 stations	8 stations	7 stations	5 stations	55 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on publicly-operated networks	599,029	1,099,667	16,851,552	576,536	530,606	202,747	19,860,137
(b) Privately-operated network and national advertising	1,324,207	4,627,979	13,394,703	1,782,607	2,186,657	770,289	24,086,442
(c) Local advertising	1,132,646	1,468,159	3,898,954	1,514,146	1,533,117	588,046	10,135,068
Total broadcasting revenue	3,055,882	7,195,805	34,145,209	3,873,289	4,250,380	1,561,082	54,081,647
Other non-broadcasting operating revenue	116,727	784,918	3,589,476	245,673	183,369	79,039	4,999,202
Portion of grant applied to television broad- casting			52,052,240				52,052,240
Total operating revenue	3,172,609	7,980,723	89,786,925	4,118,962	4,433,749	1,640,121	111,133,089
Operating expenditure: ¹							
Representative agency commissions	114,121	455,923	636,301	173,970	191,776	71,865	1,643,956
Interest charges	76,355	385,679	431,934	149,527	94,233	84,331	1,222,059
Depreciation and amortization of lease-hold im- provements	449,974	742,025	1,395,936	448,543	333,973	191,658	3,562,109
Rent, repairs and maintenance	271,230	518,424	3,585,989	183,885	176,588	115,958	4,852,074
Property taxes	33,021	40,409	355,212	24,647	36,073	17,804	507,166
Fuel and electricity	85,617	121,725	907,721	93,520	69,748	44,386	1,322,717
Salaries and wages	1,327,015	2,908,749	37,941,273	1,669,756	1,624,856	954,079	46,425,728
Benefits	32,898	125,488	2,104,133	46,670	56,710	13,146	2,379,045
Artists' and other talent fees	89,681	645,335	11,370,597	109,793	78,267	61,218	12,354,891
Performing rights	60,516	90,003	3,204,177	56,253	66,090	22,106	3,499,145
Telephone and telegraph and outside serv- ices	167,656	417,060	8,282,913	180,126	112,541	166,414	9,326,710
Films, tapes, recordings — rental and pur- chased	356,444	1,132,163	13,785,166	440,506	522,691	510,342	16,747,312
Advertising and promotion	117,416	286,976	1,285,209	97,965	88,478	80,625	1,956,669
Taxes and licences (other than income or prop- erty)	30,064	128,828	277,943	70,431	79,179	13,642	600,087
Other operating expenses	501,549	993,893	5,489,040	356,969	389,850	233,025	7,764,326
Total operating expenditure	3,513,557	8,992,680	91,053,544	4,102,561	3,921,053	2,580,599	114,163,994
Net operating revenue (loss)	(340,948)	(1,011,957)	(1,266,619)	16,401	512,696	(940,478)	(3,030,905)
Average monthly number of employees	276	723	7,490	378	342	175	9,384

¹ Does not include advertising agency commissions which are estimated to be \$7,306,012.² Includes the results of the operations of the CBC.

**TABLE 4. Operating Revenue and Expenditure of the Privately-Owned RADIO Broadcasting Industry
by Revenue Group, 1961**

	Under \$75,000	\$50,000 and under 100,000	\$100,000 and under 150,000	\$150,000 and under 250,000	\$200,000 and under 300,000	\$300,000 and under 400,000	\$400,000 and under 500,000	\$500,000 and under 750,000	\$750,000 and under 1,000,000	\$1,000,000 and over
	35 stations	42 stations	37 stations	52 stations	33 stations	14 stations	7 stations	13 stations	3 stations	7 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on publicly-operated net- works	44,681	49,853	42,067	65,359	49,393	20,300	10,988	5,875	—	3,742
(b) Privately-operated net- work and national ad- vertising	376,583	551,246	1,046,745	2,834,677	2,458,902	1,678,696	1,442,478	3,193,002	1,440,684	6,959,608
(c) Local advertising	1,472,831	2,328,713	3,364,597	6,996,953	4,928,487	3,044,427	1,710,977	3,844,680	1,047,940	3,373,465
Total broadcasting revenue	1,894,095	2,929,812	4,453,409	9,896,989	7,436,782	4,743,423	3,164,443	7,043,557	2,488,624	10,336,815
Other non-broadcasting opera- ting revenue	115,325	176,839	79,719	203,198	261,589	84,704	51,030	644,547	42,464	246,388
Total operating revenue	2,009,420	3,106,651	4,533,128	10,100,187	7,698,371	4,828,127	3,215,473	7,688,104	2,531,088	10,583,203
Operating expenditure:										
Representative agency commis- sions	61,055	88,728	136,218	424,609	332,756	266,454	148,551	392,410	176,111	905,096
Interest charges	50,601	50,548	87,750	150,885	114,227	43,538	207,580	66,034	25,272	4,442
Depreciation and amortization of lease-hold improvements ..	100,615	198,994	303,330	599,189	477,719	231,945	260,673	341,780	173,959	345,012
Rent, repairs and maintenance	131,387	183,657	204,235	406,831	341,109	188,184	171,548	303,428	105,751	438,896
Property taxes	19,446	25,950	36,264	95,757	64,412	41,212	27,639	44,192	3,070	56,444
Fuel and electricity	43,644	54,667	75,277	169,965	128,598	97,408	46,083	104,127	27,018	60,229
Salaries and wages	1,037,695	1,653,887	2,360,466	5,069,479	3,791,907	2,143,401	1,662,079	3,331,800	830,102	3,492,840
Benefits	9,854	21,687	39,265	128,881	90,419	69,178	60,223	96,893	2,019	268,335
Artists' and other talent fees ..	24,373	56,157	126,390	183,339	227,919	149,007	128,605	318,850	162,585	700,059
Performing rights	41,818	66,286	71,778	190,394	166,247	110,796	90,709	172,106	67,520	206,842
Telephone and telegraph and outside services	198,289	291,644	356,047	689,093	541,665	401,507	425,195	571,813	210,322	532,280
Films, tapes, recordings—rent- al and purchased	22,476	36,129	58,624	99,593	68,205	22,305	37,515	85,192	5,480	91,072
Advertising and promotion	39,110	61,527	211,971	333,842	291,968	151,897	190,259	378,396	259,529	542,905
Taxes and licences (other than income or property)	25,626	39,573	61,280	139,162	83,905	61,388	51,557	123,325	46,659	144,903
Other operating expenses	204,551	290,465	467,199	913,467	686,904	409,328	255,441	768,340	368,743	799,884
Total operating expendi- ture	2,010,540	3,119,899	4,596,094	9,594,486	7,407,960	4,387,548	3,763,657	7,098,686	2,464,140	8,589,239
Net operating revenue (loss)	(1,120)	(13,248)	(62,966)	505,701	290,411	440,579	(548,184)	589,418	66,948	1,993,964

**TABLE 5. Operating Revenue and Expenditure of the Privately-Owned TELEVISION Broadcasting Industry,
by Revenue Group, 1961**

	Under \$250,000	\$200,000 and under 450,000	\$400,000 and under 650,000	\$500,000 and under 750,000	\$750,000 and under 1,250,000	\$1,000,000 and over
	14 stations	18 stations	13 stations	9 stations	8 stations	11 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on public- ly-operated networks	545,086	1,374,060	1,396,090	890,724	852,906	1,416,413
(b) Privately-operated network and national advertising	687,074	2,231,341	2,539,981	2,400,264	4,274,845	11,262,456
(c) Local advertising	934,028	2,087,752	1,855,305	1,710,604	1,992,392	3,226,682
Total broadcasting revenue	2,166,188	5,693,153	5,791,376	5,001,592	7,120,143	15,905,551
Other non-broadcasting operating revenue.....	92,084	217,640	539,149	560,938	643,298	3,928,033
Total operating revenue	2,258,272	5,910,793	6,330,525	5,562,530	7,763,441	19,833,584
Operating expenditure:						
Representative agency commissions	66,089	216,965	282,239	255,220	433,828	855,150
Interest charges	123,368	230,065	120,611	98,823	231,272	667,624
Depreciation and amortization of lease-hold improvements	314,783	737,168	790,277	585,790	525,465	1,684,677
Rent, repairs and maintenance	132,506	299,703	333,737	364,154	454,477	940,863
Property taxes.....	18,229	52,728	54,686	42,644	43,242	132,238
Fuel and electricity	73,602	142,671	353,572	89,048	148,859	232,868
Salaries and wages.....	1,119,869	2,381,677	2,304,486	2,155,604	3,245,900	7,553,669
Benefits	27,023	54,419	45,249	48,878	81,799	315,540
Artists' and other talent fees	34,778	178,534	200,604	148,262	506,422	1,735,207
Performing rights	14,030	78,593	102,337	106,844	120,093	352,122
Telephone and telegraph and out- side services.....	120,649	253,102	270,301	245,754	448,204	988,709
Films, tapes, recordings—rental and purchased	241,158	576,755	491,581	607,814	1,519,804	3,534,384
Advertising and promotion.....	36,262	123,071	101,567	150,289	219,952	783,454
Taxes and licences (other than in- come or property)	36,632	79,337	96,827	58,895	129,391	340,890
Other operating expenses	268,796	593,122	560,358	477,020	881,528	1,653,396
Total operating expenditure	2,627,774	5,997,910	6,108,432	5,435,039	8,990,236	21,770,791
Net operating revenue (loss)	(369,502)	(87,117)	222,093	127,491	(1,226,795)	(1,937,207)

**TABLE 6. Income and Surplus or (Deficit) Account of RADIO and TELEVISION
Broadcasting Industry, 1961**

	Dollars
Income account:	
Net operating revenue (loss) after grants:	
1. Radio	2,803,377
2. Television	(3,030,905)
3. Privately-owned industry	182,194
4. Publicly-owned industry	(409,722)
Total (1+2), (3+4)	(227,528)
Other income:	
Privately-owned industry	1,051,102
Publicly-owned industry	409,722
Total	1,460,824
Other expenses	403,564 ¹
Net income before tax	829,732
Income tax	3,504,289
Net income (loss) for current period	(2,674,557)
Surplus account:	
Surplus at beginning of current period	23,826,806
Net income (loss) for current period	(2,674,557)
Additions to surplus	1,782,880
Deductions from surplus	644,072
Dividends and withdrawals	5,504,100
Surplus at end of current period	16,786,957

¹ All remaining entries are for privately-owned industry only.

TABLE 7. Assets and Liabilities of the RADIO and TELEVISION Broadcasting Industry, 1961

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		8,239,196
Accounts and notes receivable and accrued		17,929,432
Other—including inventories, prepayments		6,384,290
Investments (stock, bonds, mortgages, etc.)		11,496,527
Total current assets		44,049,445
Fixed assets:		
Radio	53,777,533	
Television	94,851,838	
Sub total	148,629,371	
Less:		
Depreciation reserve	60,169,739	88,459,632
Deferred charges		1,886,806
Other assets, including goodwill		12,511,385
Total assets		146,907,268
Liabilities and net worth		
Current liabilities:		
Bank loans		10,482,976
Accounts and notes payable		17,903,135
Other		6,126,617
Total current liabilities		34,512,728
Long term debt		33,308,459
Reserves		2,453,731
Preferred stock		11,163,238
Common stock		48,682,155
Surplus		16,786,957
Total liabilities and net worth		146,907,268

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1961

	Radio	Television	Total
		dollars	
Land.....	3,142,306	2,980,689	6,102,995
Buildings.....	11,783,098	30,195,201	41,978,299
Technical and studio equipment	30,089,005	56,710,462	86,799,467
Furniture and fixtures	4,832,144	2,828,066	7,660,210
Unamortized portion of lease-hold improvements	1,119,466	401,987	1,521,453
Other ¹	2,811,514	1,755,433	4,566,947
Total fixed assets	53,777,533	94,851,838	148,629,371
Depreciation	27,602,906	32,566,833	60,169,739
Net fixed assets	26,174,627	62,285,005	88,459,632

¹ Includes motorized vehicles and equipment.

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RADIO AND TELEVISION BROADCASTING

1962

INTRODUCTION

This report presents the results of a survey of the Canadian radio and television broadcasting industry for 1962. The survey was designed to collect financial statistics and other information for the use of the Board of Broadcast Governors, the Department of Transport, and the Dominion Bureau of Statistics.

The data shown in Table 1 of this report have been taken from reports prepared by the Dominion Bureau of Statistics in previous years. These figures for previous years have been adjusted to achieve comparability with the revised concepts reflected in the 1961 and 1962 figures. The table shows the combined results of the public and private sector of

the broadcasting industry for the years 1958 to 1961. However, for 1962, the private sector and the CBC are shown in separate columns.

Tables 7 and 8 deal with the broadcasting industry as a whole and include the assets and liabilities of the CBC, but Tables 2 to 6 inclusive present data on the privately-owned sector of the broadcasting industry only. This is a change from 1961 when we included the results of the operation of the CBC in all tables except 4 and 5.

Data for privately owned stations cover their operations for their fiscal period ending within calendar year 1962, while data for the CBC are for its fiscal year ended March 31, 1963.

Review of Survey Results

The radio and television broadcasting industry registered a compound rate of growth in revenues of approximately 8 per cent per annum during the five year period 1958 to 1962. Between 1961 and 1962 the total broadcasting revenue increased 11% (from \$103.9 to \$115.5 million) and the total operating revenues increased 12% (from \$110.6 to \$124.4 million). Of these totals, which include the CBC, the radio broadcasting sector contributed \$55.9 million or 45% and the television broadcasting sector contributed \$68.5 million or 55%. On a comparable basis the results of 1961 showed that radio contributed \$51.5 million or 46.6% and television contributed \$59.1 million or 53.4%.

During 1962 the number of private television stations reporting to the DBS increased by 3 to 58; and there were 4 additional radio stations bringing the total surveyed to 198. The advent of these new stations, however, did not materially change the pattern of the industry's revenue sources. In both 1961 and 1962, revenues from network and national advertising represented 63%, while revenues from local advertising made up 37% of total broadcasting revenues, as both categories increased approximately 11% during 1962. Other non-broadcasting revenue increased by 33% between the two years and, as a result, total operating revenues at \$124.4 million for 1962 showed an increase of 12% over 1961.

Operating expenses of the broadcasting industry increased from \$181.1 million to \$196.0 million between 1961 and 1962, an increase of 8%. Some

categories of expense increased at a much faster rate than the overall total; notable increases were registered by depreciation and amortization at \$11.4 million (\$6.2 million), and wages and salaries \$82.1 million (\$75.0 million). Other items showing marked increases are commissions paid to representative agencies and interest charges. The growth of revenues exceeded the growth of expenses and resulted in an operating profit of \$5.3 million in 1962 compared to an operating loss of \$0.2 million in 1961.

The following table gives an analysis of the operating revenue of the CBC for the year ending March 31, 1963. It shows that the radio operations of the Corporation brought in 9.5% of its total broadcasting revenues, a much smaller proportion than the contribution of radio operations to revenue of the private broadcasting sector. "Other non-broadcasting operating revenues" are shown at \$556,000; included in this total is income from non-broadcasting operations in the amount of \$443,000 which is made up of interest on investments held and other sundry items. These were included in operating income in conformity with the Corporation's practice and because they formed a relatively insignificant proportion of the total revenue of the Corporation. The revenue reported in the table is arrived at after deducting certain payments to stations and commissions to advertising agencies and networks from both revenues and expenses as reported in the annual report of the CBC.

**Analysis of Broadcasting Revenue of the Canadian Broadcasting Corporation
for the Year Ending March 31, 1963**

	Radio	Television	Total
	thousands of dollars		
Broadcasting revenue from:			
(a) Network and national advertising	1,329	19,449	20,778
(b) Local advertising	815	1,047	1,862
Total broadcasting revenue	2,144	20,496	22,640
Other non-broadcasting operating revenue	205	351	556
Total operating revenue	2,349	20,847	23,196

Some broadcasting firms have sources of income, and incur expenses, from other-than-broadcasting activities. Interest or dividends from investments and rental income are classified under this heading by the DBS. In 1962, the net of other-than-broadcasting income less expenses amounted to \$288,151 for the private sector, which was a substantial reduction from \$1,057,260 for the whole industry shown in 1961; part of the reduction is accounted for by showing the non-broadcasting income of the CBC with other operating incomes as noted above. Income taxes paid by the profitable firms amounted to \$3.5 million in 1961 and \$3.9 million in 1962. After the above adjustments, table 1 shows that the private broadcasting industry reaped a net profit in 1962 of \$1.7 million compared to a loss of \$2.7 million in 1961.

In 1962 there were 15,767 employees engaged in the broadcasting industry, an increase of 253, or 1.6% over 1961. Salaries and wages paid by the industry totalled \$82.1 million, an increase of 9.6%. Staff benefits which include such expenses as staff pensions, medical insurance and other items showed an increase of 18% over the previous year.

Table 2 presents a statement of the operation of the private radio broadcasting industry for 1962 by provinces. Comparison of this year's table with that prepared for 1961 is complicated by the inclusion of CBC operations in Ontario for 1961, but as the 1961 loss on operations for the CBC amounted to \$410,000 for both radio and television (Table 6, 1961), the distortion is not serious. A comparison of 1961 with 1962, shows that stations in seven out of ten areas reported increased net operating revenue, and those in the province of British Columbia more than doubled their "net" from \$255,000 to \$625,000.

Table 3 presents a statement of the operation of the private television broadcasting industry for 1962. Here again, a comparison of this year's table with that for 1961 is complicated by the inclusion of the operations of the CBC in Ontario for 1961. The number of areas showing an overall operating profit rose from two to four and the total for Canada rose from a loss of \$3 million to a profit of \$1.1

million. Eight new privately-owned television stations started operations in 1961, and only three in 1962, so this fact probably accounts for part of the change.

Tables 4 and 5 show the operating results of radio and television broadcasting firms by operating revenue groups. As a result of overlapping, some stations appear in two groups. In 1961, four groups of radio stations out of ten, and four groups of television stations out of six, showed overall losses. This year the results were better, only two out of ten groups of radio stations and one out of six groups of television stations, showed overall losses. Radio stations in the smallest income group (incomes under \$75,000) suffered an average loss of \$3,200, while those with incomes of \$1 million and over had an average profit of \$334,600 for 1962. This can be compared to 1961 results, which showed a loss of \$30 per station for the smallest group and a profit of \$285,000 per station for those whose operating revenue exceeded \$1 million. For television, a similar comparison shows an average loss of \$26,400 per station for the smallest group and an average loss per station of \$176,000 for the largest group in 1961 while the table shows for 1962 an average loss of \$30,000 for the small groups and an average profit of \$62,000 for stations having operating revenues of \$1 million and over, a considerable improvement.

Table 6 carries forward the operating profit from the radio and television sectors of the broadcasting industry from tables 2 and 3. It shows the addition of other income from sources not connected with broadcasting and the deduction of non-operating expenses. Table 6 shows the net income before income taxes of the broadcasting industry amounted to \$5,633,073, provision for income taxes by profitable firms amounted to \$3,878,735 and the after-tax profit amounted to \$1,754,338 for the whole industry. This represents a return of 1.6% on the total assets (\$107.6 million) under the control of the private sector of the industry but a return of 4.5% on shareholders' equity and reserves. The results of the operations of the CBC do not appear in this table because the unexpended balance of the Parliamentary

Grant is treated as an account due to the Government of Canada. The amount of the surplus at the beginning of the year does not agree with the surplus at the end of the previous year because of small adjustments applicable to a number of firms.

Table 7 shows the assets and liabilities of the broadcasting industry in 1962. It is arrived at by combining the balance sheets of all private broadcasting firms and the CBC. The equity of the

Government of Canada in the CBC, amounting to \$42.8 million, is included in the amount shown as common stock in the statement.

Table 8 shows an analysis of the total figures for fixed assets that appear in Table 7.

The following table gives a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private sector: the balance sheet of the CBC is as of March 31, 1963.

	CBC	Private stations	Total
	thousands of dollars		
Current assets	16,417	33,976	50,393
Fixed assets less reserve for depreciation	33,096	58,305	91,401
Other assets	702	15,314	16,016
Total assets	50,215	107,595	157,810
Current liabilities	7,417	32,202	39,619
Long term debt	—	36,595	36,595
Sundry reserves	—	2,021	2,021
Preferred stock	—	13,081	13,081
Common stock	42,798	6,909	49,707
Surplus	—	16,787	16,787
Total liabilities and net worth	50,215	107,595	157,810

Concepts

Last year the report showed the revenues and expenditures of the broadcasting industry as a whole, including the operations of the CBC. Thanks to the co-operation of the CBC, we are showing the results of their operations separately in Table 1 this year. The CBC operates stations in all parts of Canada and its operations are of such a nature that it is meaningless to divide them into specific areas and include them with the private sector of the industry.

Operating Revenue and Expenses

Table 1 shows broadcasting revenue as reported for the years 1958-62 by DBS. However, certain adjustments were made to the figures for revenue as reported in previous years to make them comparable to those that we report for 1961 and 1962. For the years 1958 to 1960 the reported figures segregated certain expenditures incurred and paid on account of the advertiser and deducted these expenditures from both revenues and expenses for the year under review. For 1961 and 1962 the reported figures did not segregate these expenditures. To make the figures comparable over the 5-year period these items have been added back to the appropriate revenue classifications and shown as part of the operating expenses.

The operating expenses of the industry for the years 1958 and 1962 are shown in Table 1. Prior to 1961 only three categories of expense were collected on a comparable basis to 1961 and 1962 and these have been shown. All other operating expenses for the years before 1961 are grouped under the heading "other operating expense".

In 1961 "other operating expenses" included such things as insurance, travelling, office supplies and expense and amounted to 7% of all expenses. In this report the figures have been revised by adding insurance expense to rent, repairs and maintenance; travelling expense was added to advertising; and office supplies and expenses are segregated in a new heading.

All broadcasting stations report advertising revenue received from network, national and local advertising net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the CBC or with the other networks; the individual station will show as revenue only the amount that was received from the network.

National advertising revenue is revenue received directly by the station from national or regional advertisers for programs, announcements and spot advertisements, broadcast on a non-network basis. Both CBC-owned stations and privately-owned stations receive this type of revenue. In this report, the totals of revenue for network and national advertising, for the two Canadian network systems, are combined.

Local advertising is usually received from local or district advertisers for programs or announcements broadcast on a non-network basis. Advertising

of this type is usually secured by salesmen employed by the individual station. Both CBC-owned stations and privately-owned stations receive this type of revenue.

The revenues and expenses of the CTV Television Network Limited, were prorated over the television stations that were members of the network on the basis of each station's operating revenues in order to produce Table 3. However, they are not included in Table 5, where the television stations are divided into revenue groups.

Glossary of Terms

1. Network advertising revenue as shown in this report consists of revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. National advertising revenue is revenue received from national or regional advertisers for programs or announcements broadcast on a non-network basis.

3. Local advertising revenue is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis.

4. Other non-broadcasting operating revenue is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

5. Representative agencies are individuals or organizations which are hired by broadcasting stations to seek the business of national and re-

gional advertisers on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually cover the local market.

6. Advertising agencies are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. Other income (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources).

8. Other expenses (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting, donations).

9. Additions and deductions to the surplus account (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense).

TABLE 1. Operating Revenue and Expenses and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry 1958 - 62

	1958	1959	1960	1961	1962	
					Private stations	CBC
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	52,048,088	62,275,000	64,918,000	65,437,671	52,100,537	20,778,000
(b) Local advertising	29,293,009	33,464,000	35,323,000	38,472,015	40,733,617	1,862,000
Total broadcasting revenue	81,341,097	95,739,000	100,241,000	103,909,686	92,834,154	22,640,000
Other non-broadcasting operating revenue	4,020,511	4,132,000	4,142,000	6,679,486	8,349,479	556,000 ¹
Total operating revenue	85,361,608	99,871,000	104,383,000	110,589,172	101,183,633	23,196,000
Grants received	54,120,031	52,300,000	59,289,000	70,252,273	—	76,964,000 ²
Total operating revenue and grants	139,481,639	152,171,000	163,672,000	180,841,445	101,183,633	100,160,000
Operating expenses ³ :						
Representative agency commissions	3,071,858	3,533,000	3,880,000	4,303,323	5,432,631	3,000
Interest charges	1,902,593	2,736,375	—
Depreciation, and amortization of lease-hold improvements	6,218,805	7,102,559	4,309,000
Rent, repairs and maintenance, and insurance	9,547,538 ⁴	5,751,912	4,139,000
Property taxes	914,330	805,234	308,000
Fuel and electricity	2,133,581	1,415,603	631,000
Salaries and wages	53,624,775	59,343,000	65,519,000	74,970,241	40,055,064	42,081,000
Staff benefits	3,539,240	1,181,567	3,009,000
Artists' and other talent fees	10,226,194	14,837,000	16,422,000	18,650,171	4,748,818	13,562,000
Performing rights	5,647,731	1,959,741	3,746,000
Telephone and telegraph and outside services	16,511,189	6,333,070	11,111,000
Films, tapes, recordings — rental and purchased	17,617,993	6,377,718	11,403,000
Advertising, promotion, and travel	6,505,680 ⁵	5,784,863	1,760,000
Taxes and licences (other than income or property)	1,293,566	1,368,859	—
Office supplies and expenses	1,720,484	1,881,284	774,000
Other operating expenses	61,749,748	65,397,000	71,775,000	9,592,508 ⁶	2,903,413	3,324,000
Total operating expenses	128,672,575	143,110,000	157,596,000	181,068,973	95,838,711	100,160,000
Net operating income (loss) including grants	10,809,064	9,061,000	6,076,000	(227,528)	5,344,922	—
Net of other income and other (expenses)	73,377	3,636,000	3,790,000	1,057,260	288,151	—
Provision for income taxes	4,377,585	5,671,000	4,858,000	3,504,289	3,878,735	—
Net income after taxes	6,504,856	7,026,000	5,008,000	(2,674,557)	1,754,338	—
Average monthly number of employees	12,896	13,241	13,885	15,514	8,175	7,592

¹ Includes other non-broadcasting revenue to the extent of \$443,000.

² The CBC charges its operations with depreciation, but deducts the charge on its published statements. The charge so made has been added to the government grant.

³ Does not include advertising agency commissions which are estimated to be \$11,761,211 in 1962.

⁴ Figures not available.

⁵ Revised to allow comparison with 1962 figure.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-Owned RADIO Broadcasting Industry by Province, 1962

	Newfound- land and Prince- Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Total
	5 stations	10 stations	9 stations	43 stations	67 stations	9 stations	14 stations	17 stations	24 stations	198 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on networks and national advertising	403,689	757,036	548,766	6,172,728	8,505,824	1,067,994	915,664	1,673,321	2,152,355	22,197,377
(b) Local advertising	874,795	1,051,713	926,339	6,345,807	9,680,428	1,389,026	1,962,525	3,447,634	3,736,149	29,414,416
Total broadcasting revenue ..	1,278,484	1,808,749	1,475,105	12,518,535	18,186,252	2,457,020	2,878,189	5,120,955	5,888,504	51,611,793
Other non-broadcasting operating re- venue	9,764	6,139	33,947	780,356	557,599	90,954	72,239	186,217	228,886	1,966,101
Total operating revenue	1,288,248	1,814,888	1,509,052	13,298,891	18,743,851	2,547,974	2,950,428	5,307,172	6,117,390	53,577,894
Operating expenses: ¹										
Representative agency commissions ..	52,013	93,723	86,363	864,334	1,290,643	146,324	121,737	169,054	317,734	3,141,925
Interest charges	11,166	21,782	15,573	101,094	483,234	80,229	24,405	53,152	57,612	848,247
Depreciation, and amortization of lease-hold improvements	73,380	109,175	53,881	796,662	1,025,300	135,272	124,020	261,460	278,458	2,857,608
Rent, repairs and maintenance, and insurance	48,618	112,259	74,780	832,204	830,608	132,556	166,128	283,041	242,759	2,722,953
Property taxes	1,881	22,816	24,458	72,601	144,402	18,090	16,328	27,016	33,526	361,118
Fuel and electricity	24,900	40,258	43,944	112,959	172,115	39,935	73,251	84,295	115,376	707,033
Salaries and wages	558,637	854,907	697,743	5,184,230	7,955,326	1,165,725	1,422,951	2,396,157	2,715,148	22,950,824
Staff benefits	12,880	26,294	14,789	134,235	206,645	22,821	33,645	79,969	100,678	631,956
Artists' and other talent fees	17,030	35,828	17,754	1,026,012	723,609	70,634	39,043	103,579	118,385	2,151,874
Performing rights	36,116	37,591	37,848	292,862	410,412	41,366	75,046	124,091	104,254	1,159,586
Telephone and telegraph and outside services	103,615	130,370	174,352	906,804	1,457,610	169,515	252,750	415,751	467,862	4,078,629
Films, tapes, recordings—rental and purchased	20,480	23,723	13,250	79,189	152,277	26,574	12,000	64,877	40,972	433,342
Advertising, promotion, and travel	86,917	89,697	48,421	879,791	1,299,757	325,639	187,033	388,285	474,916	3,780,456
Taxes and licences (other than in- come or property)	15,465	19,835	13,299	163,103	222,089	41,294	35,408	64,801	113,643	688,937
Office supplies and expenses	21,070	39,608	26,598	345,657	391,223	59,993	72,088	110,763	122,142	1,189,142
Other operating expenses	31,030	56,263	41,304	385,308	605,129	103,126	89,890	131,291	189,358	1,632,699
Total operating expenses	1,115,198	1,714,129	1,384,357	12,177,045	17,370,379	2,579,093	2,745,723	4,757,582	5,492,823	49,336,329
Net operating revenue (loss)	173,050	100,759	124,695	1,121,846	1,373,472	(31,119)	204,705	549,590	624,567	4,241,565
Average monthly number of employees	119	226	182	1,056	1,665	241	333	431	508	4,761

¹ Does not include advertising agency commissions which are estimated to be \$3,500,940.

TABLE 3. Operating Revenue and Expenses of the Privately-Owned TELEVISION Broadcasting Industry by Province, 1962

	Atlantic Area 8 stations	Quebec 12 stations	Ontario 17 stations	Manitoba and Saskat- chewan 8 stations	Alberta 7 stations	British Columbia 6 stations	Total 58 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	2,307,101	8,603,135	11,718,439	2,950,872	3,015,065	1,308,548	29,903,160
(b) Local advertising	1,282,961	2,081,528	3,415,223	1,914,750	1,709,076	915,663	11,319,201
Total broadcasting revenue	3,590,062	10,684,663	15,133,662	4,865,622	4,724,141	2,224,211	41,222,361
Other non-broadcasting operating revenue	172,628	1,716,317	3,755,473	384,627	227,084	127,249	6,383,378
Total operating revenue	3,762,690	12,400,980	18,889,135	5,250,249	4,951,225	2,351,460	47,605,739
Operating expenses: ¹							
Representative agency commissions	150,072	755,378	874,883	225,614	203,913	80,846	2,290,706
Interest charges	135,101	598,681	669,773	206,271	124,317	153,985	1,888,128
Depreciation and amortization of lease-hold improvements	435,786	975,565	1,574,251	659,411	495,016	104,922	4,244,951
Rent, repairs and maintenance, and insurance	292,363	996,034	1,063,300	260,837	259,261	157,164	3,028,959
Property taxes	50,406	119,082	157,884	41,222	41,093	34,429	444,116
Fuel and electricity	102,760	142,730	209,883	116,585	79,748	56,864	708,570
Salaries and wages	1,481,897	3,888,786	7,058,189	1,886,664	1,750,271	1,038,433	17,104,240
Staff benefits	28,931	135,406	251,474	50,974	66,943	15,883	549,611
Artists' and other talent fees	114,499	1,167,512	972,352	197,533	102,086	42,962	2,596,944
Performing rights	97,603	169,830	330,073	80,886	86,377	35,386	800,155
Telephone and telegraph and outside services	278,196	550,522	840,120	213,630	206,208	165,765	2,254,441
Films, tapes, recordings — rental and purchased	347,536	1,489,608	2,647,785	562,148	541,721	355,578	5,944,376
Advertising, promotion, and travel	146,330	389,037	910,480	253,863	184,118	120,579	2,004,407
Taxes and licences (other than income or property)	32,492	165,631	296,138	93,255	72,409	19,997	679,922
Office supplies and expenses	50,766	156,691	256,662	123,121	62,865	42,037	692,142
Other operating expenses	94,509	229,225	606,449	110,977	137,798	91,756	1,270,714
Total operating expenses	3,839,247	11,929,718	18,719,696	5,082,991	4,414,144	2,516,586	46,502,382
Net operating revenue (loss)	(76,557)	471,262	169,439	167,258	537,081	(165,126)	1,103,357
Average monthly number of employees	297	781	1,383	377	371	205	3,414

¹ Does not include advertising agency commissions which are estimated to be \$4,388,271.

**TABLE 4. Operating Revenue and Expenses of the Privately-Owned RADIO Broadcasting Industry
by Revenue Group, 1962**

	Under \$75,000 30 stations	\$50,000 and under 100,000 41 stations	\$100,000 and under 150,000 35 stations	\$150,000 and under 250,000 52 stations	\$200,000 and under 300,000 33 stations	\$300,000 and under 400,000 15 stations	\$400,000 and under 500,000 5 stations	\$500,000 and under 750,000 13 stations	\$750,000 and under 1,000,000 8 stations	\$1,000,000 and over 6 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on networks and national advertising	374,497	638,771	966,444	2,984,042	2,625,965	1,672,089	856,713	3,017,566	3,678,487	7,331,886
(b) Local advertising	1,195,937	2,306,166	3,133,515	6,991,457	5,134,181	3,206,699	1,313,086	3,932,030	3,012,557	3,212,795
Total broadcasting revenue...	1,570,434	2,944,937	4,099,959	9,975,499	7,760,146	4,878,788	2,169,799	6,949,596	6,691,044	10,544,681
Other non-broadcasting operating revenue	45,546	121,417	234,572	181,977	217,505	210,506	52,955	527,406	206,290	241,724
Total operating revenue	1,615,980	3,066,354	4,334,531	10,157,476	7,977,651	5,089,294	2,222,754	7,477,002	6,897,334	10,786,405
Operating expenses:										
Representative agency commissions..	49,591	95,499	130,267	414,271	342,882	233,684	136,406	325,354	539,474	1,133,798
Interest charges	46,388	67,700	70,459	198,972	101,440	55,080	24,445	357,829	31,162	4,804
Depreciation and amortization of lease-hold improvements	90,835	183,456	332,205	620,138	480,116	237,937	122,820	366,445	400,054	380,363
Rent, repairs and maintenance and insurance	137,550	223,131	270,988	537,767	396,327	278,377	64,328	403,754	264,268	476,232
Property taxes	17,043	29,047	30,496	85,965	66,149	42,056	17,842	54,325	21,886	46,975
Fuel and electricity	42,974	56,608	70,114	165,187	119,284	96,407	33,102	104,966	53,800	60,929
Salaries and wages	857,118	1,548,746	2,119,614	4,980,063	3,813,055	2,313,541	1,127,693	3,322,302	2,368,181	3,401,684
Staff benefits	9,978	20,290	36,070	123,136	88,355	58,344	36,878	113,400	61,972	149,808
Artists' and other talent fees	14,124	44,020	133,712	156,510	213,868	200,194	24,078	384,488	311,646	753,906
Performing rights	36,917	67,710	86,639	211,295	170,449	121,304	56,265	178,155	152,669	202,233
Telephone and telegraph and outside services	176,255	296,717	348,591	758,945	604,387	396,905	182,351	842,958	421,591	539,364
Films, tapes, recordings—rental and purchased	15,969	31,170	45,914	89,458	69,903	38,112	3,860	87,875	27,278	88,587
Advertising, promotion and travel	101,546	152,339	235,401	580,480	452,202	283,917	187,229	609,691	662,382	824,991
Taxes and licences (other than in- come or property)	19,739	34,938	57,220	136,047	89,157	54,540	27,420	98,552	83,538	164,039
Office supplies and expenses	52,245	85,347	121,411	233,991	174,596	112,690	37,616	162,995	152,857	195,111
Other operating expenses	43,579	86,235	124,998	235,545	230,661	137,423	89,470	232,532	243,241	355,727
Total operating expenses	1,711,851	3,022,953	4,214,099	9,527,770	7,412,831	4,660,511	2,171,803	7,645,621	5,795,999	8,778,551
Net operating revenue (loss)	(95,871)	43,401	120,432	629,706	564,820	428,783	50,951	(168,619)	1,101,335	2,007,854

TABLE 5. Operating Revenue and Expenses of the Privately-Owned TELEVISION Broadcasting Industry, by Revenue Group, 1962

	Under \$250,000 16 stations	\$200,000 and under 450,000 19 stations	\$400,000 and under 650,000 13 stations	\$500,000 and under 750,000 8 stations	\$750,000 and under 1,250,000 7 stations	\$1,000,000 and over 15 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	1,298,755	3,536,190	3,713,764	3,137,802	4,369,572	20,109,281
(b) Local advertising	1,068,191	2,448,665	2,348,919	1,800,737	1,983,720	5,356,855
Total broadcasting revenue	2,366,946	5,984,855	6,062,683	4,938,539	6,353,292	25,466,136
Other non-broadcasting operating revenue	168,745	282,336	217,239	252,086	374,154	5,592,842
Total operating revenue	2,535,691	6,267,191	6,279,922	5,190,625	6,727,446	31,058,978
Operating expenses:						
Representative agency commissions	67,311	199,045	233,807	219,598	312,301	1,645,381
Interest charges	129,066	225,757	159,131	130,197	93,520	1,440,922
Depreciation, and amortization of lease-hold improvements	333,790	781,114	683,031	579,966	759,684	2,341,657
Rent, repairs and maintenance, and insurance	192,760	388,610	383,787	363,984	377,220	1,913,021
Property taxes	31,115	47,368	63,231	58,114	34,481	301,136
Fuel and electricity	85,370	154,972	116,453	106,101	104,348	352,991
Salaries and wages	1,302,968	2,562,419	2,468,805	1,907,849	2,464,442	10,196,684
Staff benefits	28,655	63,040	50,355	38,840	71,611	403,901
Artists' and other talent fees	23,398	123,183	148,879	145,525	147,059	2,210,823
Performing rights	41,979	97,213	113,750	116,286	125,816	494,604
Telephone and telegraph and outside services	192,567	279,277	252,274	325,532	269,976	1,369,329
Films, tapes, recordings — rental and purchased	287,172	491,965	383,548	420,550	674,619	4,621,078
Advertising, promotion, and travel.....	121,933	304,401	302,091	227,693	260,513	1,189,599
Taxes and licences (other than income or property)	28,569	98,195	84,303	50,504	84,801	464,367
Office supplies and expenses	69,125	121,275	112,454	70,494	104,195	381,294
Other operating expenses	84,708	205,295	203,946	118,003	173,933	796,222
Total operating expenses	3,020,486	6,143,129	5,759,845	4,879,236	6,058,519	30,123,009
Net operating revenue (loss)	(484,795)	124,062	520,077	311,389	668,927	935,969

TABLE 6. Income and Surplus Account of the Privately-Owned RADIO and TELEVISION Broadcasting Industry, 1962

	Dollars
Income account:	
Net operating revenue:	
Radio	4,241,565
Television	1,103,357
Total	5,344,922
Other income	1,322,998
Total net operating revenue and other income	6,667,920
Less:	
Other expenses	1,034,847
Net income before tax	5,633,073
Less:	
Income tax	3,878,735
Net income for current period	1,754,338
Surplus account:	
Surplus at beginning of current period	16,447,505
Net income for current period	1,754,338
Additions to surplus	3,674,817
Deductions from surplus	2,273,072
Dividends and withdrawals	2,816,965
Surplus at end of current period	16,786,623

TABLE 7. Assets and Liabilities of the RADIO and TELEVISION Broadcasting Industry, 1962

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		9, 225, 756
Accounts and notes receivable and accrued		21, 166, 628
Other — Including inventories, prepayments		13, 223, 872
Investments (stock, bonds, mortgages, etc.)		6, 777, 100
Total current assets		50, 393, 356
Fixed assets:		
Radio	53, 341, 812	
Television	108, 225, 023	
Sub total	161, 566, 835	
Less:		
Depreciation reserve	69, 464, 389	92, 102, 446
Deferred charges		1, 704, 628
Other assets, including goodwill		13, 609, 768
Total assets		157, 810, 198
Liabilities and net worth		
Current liabilities:		
Bank loans		10, 943, 990
Accounts and notes payable		19, 126, 443
Other		9, 548, 982
Total current liabilities		39, 619, 415
Long term debt		36, 595, 448
Reserves		2, 020, 651
Preferred stock		13, 081, 429
Common stock		49, 706, 632
Surplus		16, 786, 623
Total liabilities and net worth		157, 810, 198

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1962

	Radio	Television	Total
	dollars		
Land	2, 559, 853	3, 284, 268	5, 844, 121
Buildings	11, 491, 367	33, 890, 797	45, 382, 164
Technical and studio equipment	32, 178, 598	63, 849, 261	96, 027, 859
Furniture and fixtures	3, 567, 857	4, 755, 457	8, 323, 314
Unamortized portion of lease-hold improvements	1, 050, 543	361, 575	1, 412, 118
Other ¹	2, 493, 594	2, 083, 665	4, 577, 259
Total fixed assets	53, 341, 812	108, 225, 023	161, 566, 835
Depreciation	27, 768, 357	41, 696, 032	69, 464, 389
Net fixed assets	25, 573, 455	66, 528, 991	92, 102, 446

¹ Includes motorized vehicles and equipment.

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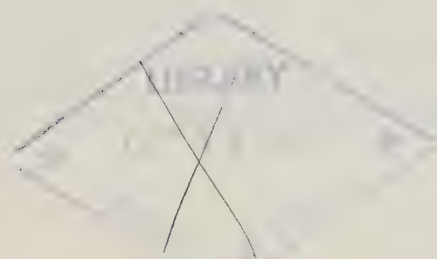
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RADIO AND TELEVISION BROADCASTING

1963

INTRODUCTION

This report is the result of the annual survey carried out by the Dominion Bureau of Statistics on the Canadian broadcasting industry for 1963. The data presented in this publication is compiled by DBS from an annual broadcasting questionnaire which also meets the requirements of the Board of Broadcast Governors and the Department of Transport. This joint reporting form has effected economics and reduced the burden of reporting for respondents. This publication is intended to provide information to the public concerning the broadcasting industry. It should also prove useful to the broadcasting industry, advertisers, advertising agencies, and various allied trades.

Table 1 is a historical table showing data for the years 1959 to 1963. The privately-owned stations

and the CBC are shown separately for the years 1962 and 1963. Prior to 1962 these two sectors of the broadcasting industry are combined.

As in the 1962 publication, data shown in Tables 2 to 6 inclusive is presented for the privately-owned sector of the industry and does not include the CBC. Tables 7 and 8 refer to the operations of the whole industry, including the CBC.

In using these tables it should be noted that data for privately-owned stations are for those stations whose fiscal year ends within the calendar year 1963. Data for the CBC is for the fiscal year 1963-64.

Review of Survey Results

The radio and television broadcasting industry again registered an increase in revenues for 1963. Between 1962 and 1963 the total broadcasting revenue increased by 12.0% (from \$115.5 to \$129.4 million) and total operating revenue increased 9.4% (from \$124.4 to \$136.2 million). Of the total operating revenue, radio broadcasting accounted for \$60.6 million or 44.5% and television broadcasting \$75.6 million or 55.5%. In 1962 radio received \$55.9 million or 45% and television \$68.5 million or 55%.

The survey covers all private commercial broadcasting stations. Non-commercial stations are not included as well as those stations which just began operations during the year. In 1963 revenue from network and national advertising represented 61.9% and local advertising 38.1% of the total broadcasting revenue of \$129.4 million. Both network and national advertising, and local advertising increased by 9.9% and 15.7% respectively since 1962, while other non-broadcasting revenue decreased by 22.5%.

Operating expenses of the broadcasting industry increased by \$13.9 million in 1963 from \$196.0 million to \$209.9 million. This increase was due mainly to increases for salaries and wages (\$5.4 million); the rental and purchase of films, tapes, recordings (\$1.0 million); performing rights (\$1.9 million) and rent, repairs, maintenance and insurance (\$1.3 million). This growth of expenses was more than offset by the growth of revenues which resulted in an operating profit of \$8.8 million in 1963. This is an increase of \$3.4 million in operating profit over 1962.

The following table is presented to give an analysis of the operating revenue for the CBC for the year ending March 31, 1964. Radio operations of the Corporation account for only 8.9% of its total broadcasting revenue compared to 53.9% for the private broadcasting sector. The revenue in the table is arrived at after deducting certain payments to stations and commissions to advertising agencies and other networks, as reported in the annual report of the CBC.

Analysis of Broadcasting Revenue of the Canadian Broadcasting Corporation for the Year Ending March 31, 1964

	Radio	Television	Total
	thousands of dollars		
Broadcasting revenue from:			
(a) Network and national advertising	1,273	20,582	21,860
(b) Local advertising	846	955	1,801
Total broadcasting revenue	2,124	21,537	23,661
Other non-broadcasting operating revenue	254	531	785
Total operating revenue	2,378	22,068	24,446

Some stations have sources of income and expenses which are not normally associated with broadcasting. DBS classifies investment income and rental income in this category. Other expenses would include such items as life insurance and donations. In 1963, the net of other income and other expenses totalled \$1.4 million a substantial increase over the \$288,151 for 1962.

In 1963 the average monthly number of employees engaged in the broadcasting industry totalled 16,160 an increase of 393 over 1962. Salaries and wages paid by the industry totalled \$87.5 million an increase of \$5.4 million.

Table 2 presents a statement of the private radio broadcasting industry for 1963, by province. In comparing 1963 with 1962, stations in three provinces reported increased net operating revenue. Of the ten provinces, Nova Scotia and Manitoba reported an operating loss. On a Canada wide basis, the privately-owned radio industry showed an operating profit of \$4.7 million in 1963.

Table 3 is similar to Table 2, but shows the operation of the private television broadcasting industry. This data is comparable to Table 3 in the DBS report "Radio and Television Broadcasting 1962" with one exception. Formerly the revenues and expenses of the CTV Television Network Limited were prorated over the television stations that were members of the network on the basis of each station's operating revenues. The CTV Television Network for 1963 has been included with the Ontario figures. All provinces except British Columbia showed an overall operating profit in 1963 and the operating loss in British Columbia was \$38,805 in 1963 compared to \$165,126 in 1962. The operating profit for Canada totalled \$4.1 million.

Tables 4 and 5 show the operating results of the radio and television broadcasting industry by operating revenue group. Overlapping that took place in previous years has been discontinued. The CTV Television Network Limited is now being

included in the appropriate revenue group but not counted as a station. Table 4 shows that only those stations in the group under \$100,000 showed overall losses suffering an average loss of \$3,919, while those whose operating revenue exceeded \$1 million averaged a \$251,548 profit. For television, Table 5 shows an average loss of \$20,841 per station for the smallest revenue group and an average profit of \$213,030 for stations having operating revenues of \$1.5 million and over.

Table 6 carries forward the operating profit from Tables 2 and 3 or 4 and 5. It also shows the addition of other income from sources not connected with broadcasting and the deduction of non-operating expenses. This table shows the net income, before income taxes, which amounted to \$10,141,264. After a provision of \$4.7 million for income taxes, the privately-owned broadcasting industry reported a net income of \$5.5 million for 1963. This represents an increase of \$3.7 million over the net income of \$1.8 million shown for 1962 and is a return of 4.8% of total assets (\$113.5 million) for the private sector of the industry but a return of 12.8% on shareholders' equity and reserves. The results of the operations of the CBC do not appear in this table because the unexpended balance of the parliamentary grant is treated as an account due to the Government of Canada.

Table 7 shows the assets, liabilities and net worth data of the broadcasting industry for 1963. The figures were compiled from the balance sheets of private stations and the CBC. The equity of the Government of Canada in the CBC, amounting to \$45.6 million, is included in the amount shown as common stock in the statement.

The following table gives a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private stations. The balance sheet of the CBC is as at March 31, 1964.

Table 8 is an analysis of the total figures for fixed assets that appear in Table 7.

	CBC	Private stations	Total
thousands of dollars			
Current assets	17,917	38,979	56,896
Fixed assets less reserve for depreciation	36,612	60,837	97,449
Other assets	—	13,654	13,654
Total assets	54,529	113,470	167,999
Current liabilities	8,917	33,759	42,676
Long term debt	—	37,019	37,019
Sundry reserves	—	2,455	2,455
Preferred stock	—	13,180	13,180
Common stock	45,612	7,012	52,624
Surplus	—	20,045	20,045
Total liabilities and net worth	54,529	113,470	167,999

Concepts

Operating Revenue and Expenses

Table 1 shows broadcasting revenue for the five years 1959 to 1963. As was noted in earlier publications, adjustments have been made to the revenue figures for the years 1959 and 1960 to make them comparable to those that we report for 1961, 1962 and 1963. For 1959 and 1960 the reported figures segregated certain expenditures incurred and paid on account of the advertiser and deducted these expenditures from both revenues and expenses. For 1961 to 1963 the reported figures did not segregate these expenditures. To make the figures comparable these items have been added back to the appropriate revenue classifications and shown as part of the operating expenses.

During 1959 and 1960 only three items of expense were collected on a basis comparable to 1961, 1962 and 1963, and these have been shown. All other operating expenses for 1959 and 1960 are grouped in "other operating expenses".

All broadcasting stations report advertising revenue received from network, national and local advertising net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the CBC or with the other networks. The individual stations show as revenue only the amount that was received from the network.

The revenues and expenses of the CTV Television Network Limited are included in the Ontario figures in Table 3. This network is also included in Table 5 which shows television stations by revenue group. Overlapping has been discontinued in Tables 4 and 5 which provide a breakdown of the revenues and expenditures of privately-owned radio and television stations grouped according to their total operating revenue.

Glossary of Terms

1. Network advertising revenue as shown in this report consists of revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. National advertising revenue is revenue received from national or regional advertisers for programs or announcements broadcast on a non-network basis. This advertising is generally arranged by advertising agencies in the major cities with the various stations representatives.

3. Local advertising revenue is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis. This type of advertising is generally arranged by the stations local sales force.

4. Other non-broadcasting operating revenue is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

5. Representative agencies are individuals or organizations which are hired by broadcasting stations to seek the business of national and regional advertisers on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually covers the local market.

6. Advertising agencies are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. Other income (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources, etc.)

8. Other expenses (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting donations).

9. Additions and deductions to the surplus account (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense, etc.)

**TABLE 1. Operating Revenue and Expense and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry, 1959 - 63**

	1959	1960	1961	1962		1963	
				Private stations	CBC	Private stations	CBC
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	62,275,000	64,918,000	65,437,671	52,100,537	20,778,000	58,192,467	21,860,000
(b) Local advertising	33,464,000	35,323,000	38,472,015	40,733,617	1,862,000	47,505,252	1,801,000
Total broadcasting revenue	95,739,000	100,241,000	103,909,686	92,834,154	22,640,000	105,697,719	23,661,000
Other non-broadcasting operating revenue	4,132,000	4,142,000	6,679,486	8,349,479	556,000	6,075,736	785,000
Total operating revenue	99,871,000	104,383,000	110,589,172	101,183,633	23,196,000	111,773,455	24,446,000
Grants received	52,300,000	59,289,000	70,252,273	—	76,964,000 ¹	—	82,449,000 ¹
Total operating revenue and grants	152,171,000	163,672,000	180,841,445	101,183,633	100,160,000	111,773,455	106,895,000
Operating expenses ²							
Representative agency commissions ..	3,533,000	3,880,000	4,303,323	5,432,631	3,000	5,856,156	26,000
Interest charges	1,902,593	2,736,375	—	3,111,740	3,000
Depreciation, and amortization of lease-hold improvements	6,218,805	7,102,559	4,309,000	7,063,202	4,072,000
Rent, repairs and maintenance, and insurance	9,547,538	5,751,912	4,139,000	6,373,279	4,858,000
Property taxes	914,330	805,234	308,000	885,308	321,000
Fuel and electricity	2,133,581	1,415,603	631,000	1,705,091	687,000
Salaries and wages	59,343,000	65,519,000	74,970,241	40,055,064	42,081,000	43,085,037	44,421,000
Staff benefits	3,539,240	1,181,567	3,009,000	1,308,215	3,193,000
Artists' and other talent fees	14,837,000	16,422,000	18,650,171	4,748,818	13,562,000	4,299,224	13,738,000
Performing rights	5,647,731	1,959,741	3,746,000	2,211,263	5,355,000
Telephone and telegraph and outside services	16,511,189	6,333,070	11,111,000	6,512,236	11,199,000
Films, tapes, recordings—rental and purchased	17,617,993	6,377,718	11,403,000	7,552,277	11,260,000
Advertising, promotion, and travel	6,505,680	5,784,863	1,760,000	6,326,607	2,015,000
Taxes and licences (other than income or property)	1,293,566	1,368,859	—	1,604,131	—
Office supplies and expenses	1,720,484	1,881,284	774,000	2,046,686	938,000
Other operating expenses	65,397,000	71,775,000	9,592,508	2,903,413	3,324,000	3,072,931	4,809,000
Total operating expenses	143,110,000	157,596,000	181,068,973	95,838,711	100,160,000	103,013,383	106,895,000
Net operating income (loss) including grants	9,061,000	6,076,000	(227,528)	5,344,922	—	8,760,072	—
Net of other income and other expenses	3,636,000	3,790,000	1,057,260	288,151	—	1,381,192	—
Provision for income taxes	5,671,000	4,858,000	3,504,289	3,878,735	—	4,678,968	—
Net income after taxes	7,026,000	5,008,000	(2,674,557)	1,754,338	—	5,462,296	—
Average monthly number of employees	13,241	13,885	15,514	8,175	7,592	8,395	7,765

¹ The CBC charges its operations with depreciation, but deducts the charge on its published statements. The charge so made has been added to the government grant.

² Does not include advertising agency commissions which are estimated to be \$11,761,211 in 1962 and \$12,986,238 in 1963.

.. Figures not available.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-Owned RADIO Broadcasting Industry by Province, 1963

	Newfound- land and Prince- Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Total
	7 stations	14 stations	9 stations	54 stations	79 stations	13 stations	15 stations	19 stations	29 stations	239 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on networks and national advertising	399,377	595,818	504,441	6,543,946	9,683,479	1,200,952	983,001	1,677,611	2,074,025	23,662,650
(b) Local advertising	1,083,246	1,010,697	986,047	7,694,308	10,806,587	1,591,345	2,102,831	3,672,615	4,392,513	33,340,189
Total broadcasting revenue	1,482,623	1,606,515	1,490,488	14,238,254	20,490,066	2,792,297	3,085,832	5,350,226	6,466,538	57,002,839
Other non-broadcasting operating rev- enue	30,112	6,587	42,298	420,940	271,600	48,452	31,647	186,813	170,840	1,209,289
Total operating revenue	1,512,735	1,613,102	1,532,786	14,659,194	20,761,666	2,840,749	3,117,479	5,537,039	6,637,378	58,212,128
Operating expenses: ¹										
Representative agency commissions	52,735	73,201	89,772	1,016,017	1,448,829	162,690	119,801	151,283	281,381	3,395,709
Interest charges	17,834	23,600	23,679	153,026	534,939	118,741	27,225	58,625	96,874	1,054,543
Depreciation, and amortization of lease-hold improvements	103,633	72,762	91,099	827,266	1,147,773	106,245	122,240	288,024	310,983	3,070,025
Rent, repairs and maintenance, and insurance	67,263	88,552	72,556	1,017,565	920,024	169,759	182,789	316,023	270,647	3,105,178
Property taxes	6,163	23,296	26,693	84,402	171,117	19,107	22,120	28,447	38,045	419,390
Fuel and electricity	33,854	46,099	51,324	161,806	237,859	73,893	70,588	101,248	135,720	912,391
Salaries and wages	657,389	839,940	729,643	6,056,680	8,585,269	1,329,708	1,484,780	2,573,000	3,038,206	25,294,615
Staff benefits	17,598	27,845	15,605	180,267	223,939	37,789	30,585	77,673	110,084	721,385
Artists' and other talent fees	23,387	16,252	13,740	876,980	686,146	33,179	33,530	94,095	85,782	1,863,091
Performing rights	42,236	36,726	41,517	339,456	467,237	46,979	76,982	131,987	113,031	1,296,151
Telephone and telegraph and outside services	123,698	153,923	154,075	1,030,660	1,511,689	209,577	252,655	407,266	505,747	4,349,290
Films, tapes, recordings — rental and purchased	20,739	15,385	18,741	116,041	174,643	33,774	19,689	84,951	51,632	535,595
Advertising, promotion, and travel	101,190	100,246	51,700	834,919	1,626,048	350,629	188,552	402,647	487,320	4,143,251
Taxes and licences (other than in- come or property)	21,971	29,338	16,261	169,050	255,461	46,503	31,323	72,141	115,314	757,362
Office supplies and expenses	25,744	45,587	31,062	386,952	421,106	88,104	74,858	125,894	138,138	1,337,445
Other operating expenses	25,332	28,940	37,839	373,278	369,038	95,155	71,842	127,404	140,780	1,269,608
Total operating expenses	1,340,766	1,621,692	1,465,306	13,624,365	18,781,117	2,921,832	2,809,539	5,040,708	5,919,684	53,525,029
Net operating revenue (loss)	171,969	(8,590)	67,480	1,034,829	1,980,549	(81,083)	307,920	496,331	717,694	4,687,099
Average monthly number of employees	136	236	175	1,171	1,661	261	317	431	539	4,927

¹ Does not include advertising agency commissions which are estimated to be \$3,946,983.

**TABLE 3. Operating Revenue and Expenses of the Privately-Owned TELEVISION Broadcasting Industry
by Province, 1963**

	Atlantic Area 10 stations	Quebec 12 stations	Ontario 18 stations	Manitoba and Saskat- chewan 9 stations	Alberta 7 stations	British Columbia 7 stations	Total 63 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	2,331,021	9,603,111	14,423,677	3,459,568	3,294,547	1,417,893	34,529,817
(b) Local advertising	1,320,891	2,320,888	5,694,486	1,982,417	1,837,949	1,008,432	14,165,063
Total broadcasting revenue	3,651,912	11,923,999	20,118,163	5,441,985	5,132,496	2,426,325	48,694,880
Other non-broadcasting operating revenue	198,343	2,445,201	1,372,545	218,025	216,610	415,723	4,866,447
Total operating revenue	3,850,255	14,369,200	21,490,708	5,660,010	5,349,106	2,842,048	53,561,327
Operating expenses ¹ :							
Representative agency commissions	150,911	948,806	853,495	250,499	180,103	76,633	2,460,447
Interest charges	145,102	625,044	819,403	203,769	118,873	145,006	2,057,197
Depreciation and amortization of lease-hold im- provements	352,433	922,884	1,425,361	549,828	409,605	333,066	3,993,177
Rent, repairs and maintenance, and insurance	263,148	1,058,683	1,181,072	304,372	317,199	143,627	3,268,101
Property taxes	51,423	105,201	177,489	55,575	40,063	36,167	465,918
Fuel and electricity	106,742	175,551	235,227	121,371	88,100	65,709	792,700
Salaries and wages	1,350,533	4,053,215	7,549,370	1,937,710	1,860,707	1,038,887	17,790,422
Staff benefits	31,944	165,367	245,993	51,240	76,864	15,422	586,830
Artists' and other talent fees	85,461	1,221,399	816,775	185,188	118,854	8,456	2,436,133
Performing rights	82,970	214,133	390,974	82,815	99,688	44,532	915,112
Telephone and telegraph and outside services.....	224,880	470,911	893,424	223,596	206,915	143,220	2,162,946
Films, tapes, recordings—rental and purchased..	295,261	1,712,202	3,396,089	630,667	563,249	419,214	7,016,682
Advertising, promotion, and travel	156,306	371,561	976,330	327,012	208,304	143,843	2,183,356
Taxes and licences (other than income or prop- erty)	34,897	219,373	367,960	110,115	85,311	29,113	846,769
Office supplies and expenses	44,882	196,940	265,005	98,655	68,199	35,560	709,241
Other operating expenses	67,241	348,384	975,308	83,916	126,076	202,398	1,803,323
Total operating expenses	3,444,134	12,809,654	20,569,275	5,216,328	4,568,110	2,880,853	49,488,354
Net operating revenue (loss)	406,121	1,559,546	921,433	443,682	780,996	(38,805)	4,072,973
Average monthly number of employees.....	300	821	1,383	399	344	221	3,468

¹ Does not include advertising agency commissions which are estimated to be \$5,235,255.

TABLE 4. Operating Revenue and Expenses of the Privately-Owned RADIO Broadcasting Industry by Revenue Group, 1963

	Under \$100,000 68 stations	\$100,000 and under 250,000 94 stations	\$250,000 and under 500,000 39 stations	\$500,000 and under 1,000,000 27 stations	\$1,000,000 and over 11 stations	Total 239 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	807,609	3,721,452	3,577,617	6,209,971	9,346,001	23,662,650
(b) Local advertising	3,142,459	10,230,409	8,423,665	7,261,145	4,282,511	33,340,189
Total broadcasting revenue	3,950,068	13,951,861	12,001,282	13,471,116	13,628,512	57,002,839
Other non-broadcasting operating revenue	46,940	189,042	270,246	329,447	373,614	1,209,289
Total operating revenue	3,997,008	14,140,903	12,271,528	13,800,563	14,002,126	58,212,128
Operating expenses:						
Representative agency commissions	105,695	529,021	508,404	754,291	1,498,298	3,395,709
Interest charges	101,362	239,466	276,416	411,064	26,235	1,054,543
Depreciation and amortization of lease-hold im- provements	285,884	881,320	608,744	690,107	603,970	3,070,025
Rent, repairs and maintenance, and insurance	327,555	818,443	674,084	701,786	583,310	3,105,178
Property taxes	39,857	122,738	82,067	101,409	73,319	419,390
Fuel and electricity	95,459	271,509	234,155	210,555	100,713	912,391
Salaries and wages	2,232,474	7,061,696	5,939,075	5,670,954	4,435,416	25,294,615
Staff benefits	50,030	190,809	122,446	175,347	182,753	721,385
Artists' and other talent fees	59,198	223,028	358,254	505,672	716,939	1,863,091
Performing rights	88,710	305,175	274,259	332,655	295,352	1,296,151
Telephone and telegraph and outside services	361,525	1,153,163	925,390	1,152,703	756,509	4,349,290
Films, tapes, recordings—rental and purchased	39,781	146,153	125,544	121,364	102,753	535,595
Advertising, promotion, and travel	229,865	739,320	978,592	1,053,673	1,141,801	4,143,251
Taxes and licences (other than income or prop- erty)	52,123	196,136	129,528	177,592	201,983	757,362
Office supplies and expenses	124,142	358,467	328,188	285,697	240,951	1,337,445
Other operating expenses	69,806	238,052	308,866	378,091	274,793	1,269,608
Total operating expenses	4,263,466	13,429,496	11,874,012	12,722,960	11,235,095	53,525,029
Net operating revenue (loss)	(266,458)	711,407	397,516	1,077,603	2,767,031	4,687,099

**TABLE 5. Operating Revenue and Expenses of the Privately-Owned TELEVISION Broadcasting Industry
by Revenue Group, 1963**

	Under \$250,000 20 stations	\$250,000 and under 500,000 15 stations	\$500,000 and under 1,000,000 12 stations	\$1,000,000 and under 1,500,000 4 stations	\$1,500,000 and over 12 stations	Total 63 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	1,759,810	3,651,030	5,480,984	3,267,494	20,370,499	34,529,817
(b) Local advertising	1,181,849	2,253,866	2,931,452	1,029,098	6,768,798	14,165,063
Total broadcasting revenue	2,941,659	5,904,896	8,412,436	4,296,592	27,139,297	48,694,880
Other non-broadcasting operating revenue	68,582	141,779	360,941	184,222	4,110,923	4,866,447
Total operating revenue	3,010,241	6,046,675	8,773,377	4,480,814	31,250,220	53,561,327
Operating expenses:						
Representative agency commissions	89,447	219,008	341,791	199,264	1,610,937	2,460,447
Interest charges	153,425	136,970	165,209	74,341	1,527,252	2,057,197
Depreciation, and amortization of lease-hold improvements	448,521	625,237	705,384	358,310	1,855,725	3,993,177
Rent, repairs and maintenance, and insurance	289,140	394,560	651,417	213,564	1,719,420	3,268,101
Property taxes	29,258	48,395	83,735	24,333	280,197	465,918
Fuel and electricity	123,895	134,399	157,552	54,588	322,266	792,700
Salaries and wages	1,357,497	2,326,890	3,349,525	1,645,347	9,111,163	17,790,422
Staff benefits	49,905	68,633	86,917	49,311	332,064	586,830
Artists' and other talent fees	32,284	119,033	152,326	123,624	2,008,866	2,436,133
Performing rights	48,587	87,200	199,986	86,405	492,934	915,112
Telephone and telegraph and outside services	218,204	240,663	394,396	183,012	1,126,671	2,162,946
Films, tapes, recordings—rental and purchased	247,134	477,903	671,036	499,386	5,121,223	7,016,682
Advertising, promotion, and travel	145,685	260,957	471,414	191,430	1,113,870	2,183,356
Taxes and licences (other than income or prop- erty)	40,766	118,705	82,243	58,411	546,644	846,769
Office supplies and expenses	66,099	92,945	139,115	56,879	354,203	709,241
Other operating expenses	87,223	186,155	216,186	143,332	1,170,427	1,803,323
Total operating expenses	3,427,070	5,537,653	7,868,232	3,961,537	28,693,862	49,488,354
Net operating revenue (loss)	(416,829)	509,022	905,145	519,277	2,556,358	4,072,973

TABLE 6. Income and Surplus Account of the Privately-Owned RADIO and TELEVISION Broadcasting Industry, 1963

	Dollars
Income account:	
Net operating revenue:	
Radio	4,687,099
Television	4,072,973
Total	8,760,072
Other income	1,687,051
Total net operating revenue and other income	10,447,123
Less:	
Other expenses	305,859
Net income before tax	10,141,264
Less:	
Income tax	4,678,968
Net income for current period	5,462,296
Surplus account:	
Surplus at beginning of current period	16,786,623
Net income for current period	5,462,296
Additions to surplus	1,676,958
Deductions from surplus	215,187
Dividends and withdrawals	3,665,956
Surplus at end of current period	20,044,734

TABLE 7. Assets and Liabilities of the RADIO and TELEVISION Broadcasting Industry, 1963

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		9,788,713
Accounts and notes receivable and accrued		23,960,200
Other—Including inventories, prepayments		11,840,671
Investments (stock, bonds, mortgages, etc.)		11,306,381
Total current assets		56,895,965
Fixed assets:		
Radio	61,086,271	
Television	117,163,020	
Sub total	178,249,291	
Less:		
Depreciation reserve	80,799,857	97,449,434
Deferred charges		774,587
Other assets, including goodwill		12,878,648
Total assets		167,998,634
Liabilities and net worth		
Current liabilities:		
Bank loans		12,449,951
Accounts and notes payable		21,668,767
Other		8,557,355
Total current liabilities		42,676,073
Long term debt		37,018,981
Reserves		2,454,697
Preferred stock		13,180,050
Common stock		52,624,099
Surplus		20,044,734
Total liabilities and net worth		167,998,634

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1963

	Radio	Television	Total
		dollars	
Land	3,352,488	3,474,297	6,826,785
Buildings	13,355,327	36,636,008	49,991,335
Technical and studio equipment	37,028,722	69,580,323	106,609,045
Furniture and fixtures	4,103,241	5,110,920	9,214,161
Unamortized portion of lease-hold improvements	1,096,743	433,279	1,530,022
Other ¹	2,149,750	1,928,193	4,077,943
Total fixed assets	61,086,271	117,163,020	178,249,291
Depreciation	30,452,413	50,347,444	80,799,857
Net fixed assets	30,633,858	66,815,576	97,449,434

¹ Includes motorized vehicles and equipment.

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RADIO AND TELEVISION BROADCASTING

1964

INTRODUCTION

This report is the result of the annual survey carried out by the Dominion Bureau of Statistics on the Canadian broadcasting industry for 1964. The data presented in this publication is compiled by DBS from an annual broadcasting questionnaire which also meets the requirements of the Board of Broadcast Governors and the Department of Transport. This joint reporting form has effected economies and reduced the burden of reporting for respondents. This publication is intended to provide information to the public concerning the broadcasting industry. It should also prove useful to the broadcasting industry, advertisers, advertising agencies, and various allied trades.

Table 1 is a historical table showing data for the years 1961 to 1964. The privately-owned stations

and the CBC are shown separately for the years 1962 to 1964. In 1961 these two sectors of the broadcasting industry had been combined.

As in the 1963 publication, data shown in Tables 2 to 6 inclusive is presented for the privately-owned sector of the industry and does not include the CBC. Tables 7 and 8 refer to the operations of the whole industry, including the CBC.

In using these tables it should be noted that data for privately-owned stations are for those stations whose fiscal year ends within the calendar year 1964. Data for the CBC is for the fiscal period April 1, 1964 to March 31, 1965.

Review of Survey Results

The radio and television broadcasting industry again registered an increase in revenues for 1964. Between 1963 and 1964 the total broadcasting revenue increased by 12.6% (from \$129.4 to \$145.8 million) and total operating revenue increased 12.7% (from \$136.2 to \$153.6 million). Of the total operating revenue, radio broadcasting accounted for \$67.2 million or 43.8% and television broadcasting \$86.4 million or 56.2%. In 1963 radio received \$60.6 million or 44.5% and television \$75.6 million or 55.5%.

The survey covers all private commercial broadcasting stations. Non-commercial stations are not included. In 1964 revenue from network and national advertising represented 63.4% and local advertising 36.6% of the total broadcasting revenue of \$145.8 million. Both network and national advertising, and local advertising increased by 15.5% and 8.1% respectively since 1963, while other non-broadcasting revenue increased by 13.7%.

Operating expenses of the broadcasting industry increased by \$18.7 million in 1964 from \$209.9 million to \$228.6 million. This increase was due mainly

to increases for salaries and wages (\$7.9 million); the rental and purchase of films, tapes, recordings (\$2.6 million); rent, repairs, maintenance and insurance (\$1.5 million); telephone and telegraph and outside services (\$1.4 million); depreciation and amortization (\$1.4 million) and commissions paid to representative agencies (\$1.1 million). This growth of expenses was more than offset by the growth of revenues which resulted in an operating profit of \$15.3 million in 1964. This is an increase of \$6.6 million in operating profit over 1963.

The following table is presented to give an analysis of the operating revenue for the CBC for the year ending March 31, 1965. Radio operations of the Corporation account for only 8.5% of its total broadcasting revenue compared to 50.6% for the private broadcasting sector. The revenue in the table is arrived at after deducting certain payments to stations and commissions to advertising agencies and other networks, as reported in the annual report of the CBC.

**Analysis of Broadcasting Revenue of the Canadian Broadcasting Corporation
for the Year Ending March 31, 1965**

	Radio	Television	Total
	thousands of dollars		
Broadcasting revenue from:			
(a) Network and national advertising	1,464	21,587	23,051
(b) Local advertising	441	908	1,349
Total broadcasting revenue	1,905	22,495	24,400
Other non-broadcasting operating revenue	207	370	577
Total operating revenue	2,112	22,865	24,977

Some stations have sources of income and expenses which are not normally associated with broadcasting. DBS classifies investment income and rental income in this category. Other expenses would include such items as life insurance and donations. In 1964 the net of other income and other expenses totalled \$634,243 compared with \$1.4 million in 1963. Income taxes paid by the profitable firms amounted to \$6.0 million in 1964 compared with \$4.7 million in 1963. As indicated by Table 1, the private broadcasting industry has moved from a loss position of \$2.7 million in 1961 to a profit of \$10 million in 1964.

In 1964 the average monthly number of employees engaged in the broadcasting industry totalled 16,624 an increase of 464 over 1963. Salaries and wages paid by the industry totalled \$95.4 million an increase of \$7.9 million over 1963.

Table 2 presents a statement of the private radio broadcasting industry for 1964, by province. In comparing 1964 with 1963, stations in all provinces reported increased net operating revenue, with the exception of Quebec. With the improved trend in operating results no areas reported operating losses in 1964. On a Canada wide basis, the privately-owned radio industry showed an operating profit of \$6.2 million in 1964.

Table 3 presents the operations of the private television broadcasting industry by province for 1964. Comparison of this year's table with 1963 shows that the position of television stations like radio stations has improved materially in 1964. All areas show an overall operating profit in 1964. Net operating revenue in Quebec and Ontario increased by \$925,081 and \$2,960,928 respectively over 1963. The operating profit for Canada as a whole rose by \$5.1 million over the profit reported in 1963.

Tables 4 and 5 show the operating results of the radio and television broadcasting industry by operating revenue group.

In Table 4, radio stations with annual revenue of less than \$100,000 lost money, averaging \$3,577 per station. Stations in the other revenue groups did very well. Radio stations whose operating revenue exceeded \$1 million had an average profit of \$178,780. For television, Table 5 shows an average loss of \$20,192 per station for stations with operating revenue under \$250,000. There was considerable improvement with the larger stations. The average profit for stations having operating revenues of \$1.5 million and over was \$496,490.

Table 6 carries forward the operating profit from Tables 2 and 3 or 4 and 5. It also shows the addition of other income from sources not connected with broadcasting and the deduction of non-operating expenses. This table shows the net income, before income taxes, which amounted to \$15,980,580. After a provision of \$6.0 million for income taxes, the privately-owned broadcasting industry reported a net income of \$10 million for 1964. This represents an increase of \$4.5 million over the net income of \$5.5 million shown for 1963 and is a return of 8.2% of total assets (\$121.5 million) for the private sector of the industry but a return of 20.3% on shareholders' equity and reserves. The results of the operations of the CBC do not appear in this table because the unexpended balance of the parliamentary grant is treated as an account due to the Government of Canada.

Table 7 shows the assets, liabilities and net worth data of the broadcasting industry for 1964. The figures were compiled from the balance sheets of private stations and the CBC. The equity of the Government of Canada in the CBC, amounting to \$40.9 million, is included in the amount shown as common stock in the statement.

The following table gives a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private stations. The balance sheet of the CBC is as at March 31, 1965.

Table 8 is an analysis of the total figures for fixed assets that appear in Table 7.

	CBC	Private stations	Total
thousands of dollars			
Current assets	17,223	45,184	62,407
Fixed assets less reserve for depreciation	45,357	63,238	108,595
Other assets	—	13,117	13,117
Total assets	62,580	121,539	184,119
Current liabilities	7,391	36,187	43,578
Long term debt	14,250	36,629	50,879
Sundry reserves	—	2,931	2,931
Preferred stock	—	13,833	13,833
Common stock	40,939	7,576	48,515
Capital surplus	—	529	529
Earned surplus	—	23,854	23,854
Total liabilities and net worth	62,580	121,539	184,119

Concepts

Operating Revenue and Expenses

All broadcasting stations report advertising revenue received from network, national and local advertising net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the CBC or with the other networks. The individual stations show as revenue only the amount that was received from the network.

The revenue and expenses of the CTV Television Network Limited is included in Ontario in Table 3. In Table 5 this network is included in the revenue group which is applicable, but not counted as a station. Although it is not possible to measure the average performance of stations in the particular revenue group in which the CTV network is included,

this weakness is outweighed by the advantages gained.

This survey covers the operations of all private commercial broadcasting stations. Those stations operating on a non-commercial basis such as educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by province and by revenue group was based on the individual returns filed, i.e., if the station filed separate returns for AM and FM operations each return was considered a separate entity for purposes of classifying the results by province and by revenue group. The count of stations is based on the number of stations in operation. The number of stations is greater than the number of returns filed because a single annual report covering the operation of an AM and FM station is counted as two stations.

Glossary of Terms

1. Network advertising revenue as shown in this report consists of revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. National advertising revenue is revenue received from national or regional advertisers for programs or announcements broadcast on a non-network basis. This advertising is generally arranged by advertising agencies in the major cities with the various stations' representatives.

3. Local advertising revenue is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis. This type of advertising is generally arranged by the station's local sales force.

4. Other non-broadcasting operating revenue is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

5. Representative agencies are individuals or organizations which are hired by broadcasting stations to seek the business of national and regional advertisers on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually covers the local market.

6. Advertising agencies are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. Other income (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources, etc.).

8. Other expenses (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting).

9. Additions and deductions to the surplus account (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense, etc.).

**TABLE 1. Operating Revenue and Expenses and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry, 1961 - 64**

	1961	1962		1963		1964	
		Private stations	CBC	Private stations	CBC	Private stations	CBC
		dollars					
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	65,437,671	52,100,537	20,778,000	58,192,467	21,860,000	69,425,452	23,051,000
(b) Local advertising	38,472,015	40,733,617	1,862,000	47,505,252	1,801,000	51,957,524	1,349,000
Total broadcasting revenue	103,909,686	92,834,154	22,640,000	105,697,719	23,661,000	121,382,976	24,400,000
Other non-broadcasting operating revenue	6,679,486	8,349,479	556,000	6,075,736	785,000	7,222,291	577,000
Total operating revenue	110,589,172	101,183,633	23,196,000	111,773,455	24,446,000	128,605,267	24,977,000
Grants received	70,252,273	—	76,964,000 ¹	—	82,449,000 ¹	—	90,391,000 ¹
Total operating revenue and grants	180,841,445	101,183,633	100,160,000	111,773,455	106,895,000	128,605,267	115,368,000
Operating expenses: ²							
Representative agency commissions	4,303,323	5,432,631	3,000	5,856,156	26,000	6,952,368	53,000
Interest charges	1,902,593	2,736,375	—	3,111,740	3,000	3,032,855	377,000
Depreciation, and amortization of lease-hold improvements	6,218,805	7,102,559	4,309,000	7,063,202	4,072,000	7,973,337	4,523,000
Rent, repairs and maintenance, and insurance	9,547,538	5,751,912	4,139,000	6,373,279	4,858,000	7,034,166	5,747,000
Property taxes	914,330	805,234	308,000	885,308	321,000	918,363	458,000
Fuel and electricity	2,133,581	1,415,603	631,000	1,705,091	687,000	1,748,253	974,000
Salaries and wages	74,970,241	40,055,064	42,081,000	43,085,037	44,421,000	46,563,657	48,807,000
Staff benefits	3,539,240	1,181,567	3,009,000	1,308,215	3,193,000	1,437,515	3,559,000
Artists' and other talent fees	18,650,171	4,748,818	13,562,000	4,299,224	13,738,000	4,870,213	13,912,000
Performing rights	5,647,731	1,959,741	3,746,000	2,211,263	5,355,000	2,559,323	5,440,000
Telephone and telegraph and outside services	16,511,189	6,333,070	11,111,000	6,512,236	11,199,000	7,197,533	11,897,000
Films, tapes, recordings—Rental and purchased	17,617,993	6,377,718	11,403,000	7,552,277	11,260,000	9,431,869	11,975,000
Advertising, promotion, and travel	6,505,680	5,784,863	1,760,000	6,326,607	2,015,000	7,085,511	2,189,000
Taxes and licences (other than income or property)	1,293,566	1,368,859	—	1,604,131	—	1,682,818	—
Office supplies and expenses	1,720,484	1,881,284	774,000	2,046,686	938,000	2,331,297	1,113,000
Other operating expenses	9,592,508	2,903,413	3,324,000	3,072,931	4,809,000	2,439,852	4,344,000
Total operating expenses	181,068,973	95,838,711	100,160,000	103,013,383	106,895,000	113,258,930	115,368,000
Net operating income (loss) including grants	(227,528)	5,344,922	—	8,760,072	—	15,346,337	—
Net of other income and other expenses	1,057,260	288,151	—	1,381,192	—	634,243	—
Provision for income taxes	3,504,289	3,878,735	—	4,678,968	—	5,978,907	—
Net income after taxes	(2,674,557)	1,754,338	—	5,462,296	—	10,001,673	—
Average monthly number of employees	15,514	8,175	7,592	8,395	7,765	8,503	8,121

¹ The CBC charges its operations with depreciation, but deducts the charge on its published statements. The charge so made has been added to the government grant.

² Does not include advertising agency commissions which are estimated to be \$12,986,238 in 1963 and \$14,919,132 in 1964.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry by Province, 1964

	Newfound- land and Prince Edward Island 9 stations	Nova Scotia 15 stations	New Brunswick 10 stations	Quebec 59 stations	Ontario 88 stations	Manitoba 17 stations	Saskat- chewan 15 stations	Alberta 19 stations	British Columbia 33 stations	Total 265 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on networks and national advertising	401,611	761,394	495,437	7,199,674	11,093,676	1,358,456	1,113,987	1,820,666	2,164,884	26,409,785
(b) Local advertising	1,132,808	1,340,826	1,054,199	9,017,147	11,509,983	1,685,647	2,341,077	3,643,946	5,080,522	36,806,155
Total broadcasting revenue	1,534,419	2,102,220	1,549,636	16,216,821	22,603,659	3,044,103	3,455,064	5,464,612	7,245,406	63,215,940
Other non-broadcasting operating revenue	9,041	9,762	34,908	532,713	755,937	72,126	56,205	181,141	174,769	1,826,602
Total operating revenue	1,543,460	2,111,982	1,584,544	16,749,534	23,359,596	3,116,229	3,511,269	5,645,753	7,420,175	65,042,542
Operating expenses: ¹										
Representative agency commissions	51,468	87,546	81,255	1,167,156	1,617,830	187,057	136,299	181,669	288,671	3,798,951
Interest charges	14,227	37,414	32,510	161,063	601,926	115,923	23,137	62,743	110,830	1,159,773
Depreciation, and amortization of lease-hold improvements	96,434	107,042	84,736	1,127,590	1,190,917	166,961	123,972	295,104	302,730	3,405,486
Rent, repairs and maintenance, and insurance	66,428	108,988	83,268	1,058,506	1,034,256	177,298	194,094	287,845	347,982	3,358,665
Property taxes	5,005	25,984	27,622	90,725	176,614	17,136	17,419	28,163	44,461	433,129
Fuel and electricity	29,365	51,580	44,219	156,103	235,214	76,321	73,651	106,450	160,596	933,499
Salaries and wages	656,345	990,125	735,472	6,758,619	9,392,728	1,405,179	1,569,003	2,507,714	3,435,240	27,450,425
Staff benefits	14,921	34,252	17,598	185,479	253,399	30,902	33,545	106,839	116,085	793,020
Artists' and other talent fees	26,697	24,568	15,853	1,203,430	728,319	33,391	27,233	81,652	95,811	2,236,954
Performing rights	38,722	48,073	39,282	404,667	536,252	52,542	86,293	137,310	134,468	1,477,609
Telephone and telegraph and outside services	107,231	184,074	159,411	1,165,900	1,707,543	203,260	290,063	386,311	572,529	4,776,322
Films, tapes, recording—Rental and purchased	23,417	24,438	16,563	158,219	206,701	35,668	14,470	77,815	66,884	624,175
Advertising, promotion, and travel	71,865	139,386	52,072	1,161,594	1,686,193	308,595	203,014	499,806	564,265	4,686,790
Taxes and licences (other than income or property)	22,169	30,350	15,420	198,037	274,396	60,535	32,366	77,519	121,119	831,911
Office supplies and expenses	26,380	47,986	31,544	491,811	499,755	70,541	74,545	112,769	173,280	1,528,611
Other operating expenses	16,520	25,528	32,377	349,732	416,221	99,781	66,745	136,549	150,710	1,294,163
Total operating expenses	1,267,194	1,967,334	1,469,202	15,838,631	20,558,264	3,041,090	2,965,849	5,086,258	6,685,661	58,879,483
Net operating revenue (loss)	276,266	144,648	115,342	910,903	2,801,332	75,139	545,420	559,495	734,514	6,163,059
Average monthly number of employees	140	201	175	1,179	1,771	247	318	426	569	5,026

¹ Does not include advertising agency commissions which are estimated to be \$4,188,517.

**TABLE 3. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry
by Province, 1964**

	Atlantic Area 11 stations	Quebec 13 stations	Ontario 17 stations	Manitoba and Saskat- chewan 11 stations	Alberta 7 stations	British Columbia 7 stations	Total 66 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	2,983,587	11,957,671	18,324,484	4,139,380	3,953,100	1,657,445	43,015,667
(b) Local advertising	1,426,442	2,578,390	5,917,887	2,123,787	2,003,906	1,100,957	15,151,369
Total broadcasting revenue	4,410,029	14,536,061	24,242,371	6,263,167	5,957,006	2,758,402	58,167,036
Other non-broadcasting operating revenue	159,013	3,042,019	1,274,918	255,258	247,072	417,409	5,395,689
Total operating revenue	4,569,042	17,578,080	25,517,289	6,518,425	6,204,078	3,175,811	63,562,725
Operating expenses: ¹							
Representative agency commissions	193,881	1,329,053	1,025,706	296,447	216,025	92,305	3,153,417
Interest charges	157,454	634,251	603,179	214,640	117,254	146,304	1,873,082
Depreciation and amortization of lease-hold im- provements	540,792	1,163,643	1,539,932	523,619	370,562	339,303	4,477,851
Rent, repairs and maintenance, and insurance ...	325,447	1,225,899	1,228,539	368,324	362,560	164,732	3,675,501
Property taxes	54,916	100,129	190,046	59,561	45,950	34,632	485,234
Fuel and electricity	116,499	172,028	239,713	124,941	104,611	56,962	814,754
Salaries and wages	1,577,960	4,535,768	7,807,917	2,162,798	2,005,012	1,023,777	19,113,232
Staff benefits	35,232	123,762	324,003	49,875	92,420	19,203	644,495
Artists' and other talent fees	108,266	1,358,870	874,927	160,896	123,948	6,352	2,633,259
Performing rights	104,922	227,922	454,661	120,841	125,878	47,490	1,081,714
Telephone and telegraph and outside services	256,806	726,055	967,858	193,671	142,268	134,553	2,421,211
Films, tapes, recordings—Rental and purchased	343,506	2,179,659	4,410,071	754,373	708,974	411,111	8,807,694
Advertising, promotion, and travel	171,485	474,167	995,063	395,549	233,582	128,875	2,398,721
Taxes and licences (other than income or prop- erty)	44,949	214,339	391,458	82,145	85,402	32,614	850,907
Office supplies and expenses	49,980	292,553	278,672	93,573	51,149	36,759	802,686
Other operating expenses	59,562	335,355	303,183	98,762	136,208	212,619	1,145,689
Total operating expenses	4,141,657	15,093,453	21,634,928	5,700,015	4,921,803	2,887,591	54,379,447
Net operating revenue (loss)	427,385	2,484,627	3,882,361	818,410	1,282,275	288,220	9,183,278
Average monthly number of employees	301	850	1,297	444	372	213	3,477

¹ Does not include advertising agency commissions which are estimated to be \$7,011,660.

TABLE 4. Operating Revenue and Expenses of the Privately-owned RADIO Broadcasting Industry by Revenue Group, 1964

	Under \$100,000 63 stations	\$100,000 and under \$250,000 107 stations	\$250,000 and under \$500,000 53 stations	\$500,000 and under \$1,000,000 26 stations	\$1,000,000 and over 16 stations	Total 265 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	737,641	3,666,294	4,594,076	5,979,152	11,432,622	26,409,785
(b) Local advertising	2,988,354	11,049,709	10,181,715	6,664,749	5,921,628	36,806,155
Total broadcasting revenue	3,725,995	14,716,003	14,775,791	12,643,901	17,354,250	63,215,940
Other non-broadcasting operating revenue	77,204	206,282	254,624	786,558	501,934	1,826,602
Total operating revenue	3,803,199	14,922,285	15,030,415	13,430,459	17,856,184	65,042,542
Operating expenses:						
Representative agency commissions	91,313	474,940	640,839	687,550	1,904,309	3,798,951
Interest charges	132,173	279,461	264,473	434,279	49,387	1,159,773
Depreciation and amortization of lease-hold improvements	295,494	925,616	762,546	595,156	916,674	3,495,486
Rent, repairs and maintenance, and insurance	306,242	896,307	833,959	567,093	755,064	3,358,665
Property taxes	40,974	121,283	89,387	89,622	91,863	433,129
Fuel and electricity	91,324	267,394	275,800	181,508	117,473	933,499
Salaries and wages	2,048,586	7,173,377	7,162,023	5,446,893	5,619,546	27,450,425
Staff benefits	41,142	205,112	174,385	174,906	197,475	793,020
Artists' and other talent fees	60,053	249,969	317,020	497,943	1,111,969	2,236,954
Performing rights	76,366	301,667	375,349	307,104	417,123	1,477,609
Telephone and telegraph and outside services	379,746	1,253,058	1,035,411	1,053,783	1,054,324	4,776,322
Films, tapes, recordings — Rental and purchased	54,268	151,615	163,827	143,878	110,587	624,175
Advertising, promotion, and travel	188,348	767,804	1,017,496	1,055,074	1,658,068	4,686,790
Taxes and licences (other than income or prop- erty)	45,095	208,301	151,591	187,515	239,409	831,911
Office supplies and expenses	118,140	427,683	383,938	250,865	347,985	1,528,611
Other operating expenses	59,300	287,499	258,796	284,120	404,448	1,294,163
Total operating expenses	4,028,564	13,991,086	13,906,840	11,957,289	14,995,704	58,879,483
Net operating revenue (loss)	(225,365)	931,199	1,123,575	1,473,170	2,860,480	6,163,059

**TABLE 5. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry
by Revenue Group, 1964**

	Under \$250,000 15 stations	\$250,000 and under \$500,000 16 stations	\$500,000 and under \$1,000,000 15 stations	\$1,000,000 and under \$1,500,000 6 stations	\$1,500,000 and over 14 stations	Total 66 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	1,306,441	3,383,856	6,940,513	4,304,630	27,080,227	43,015,667
(b) Local advertising	966,106	2,342,498	3,258,329	1,427,046	7,157,390	15,151,369
Total broadcasting revenue	2,272,547	5,726,354	10,198,842	5,731,676	34,237,617	58,167,036
Other non-broadcasting operating revenue	79,535	224,496	299,757	314,081	4,477,820	5,395,689
Total operating revenue	2,352,082	5,950,850	10,498,599	6,045,757	38,715,437	63,562,725
Operating expenses:						
Representative agency commissions	99,613	187,706	464,086	220,575	2,181,437	3,153,417
Interest charges	106,814	186,626	196,041	75,832	1,307,769	1,873,082
Depreciation, and amortization of lease-hold im- provements	409,343	460,255	957,076	344,080	2,307,097	4,477,851
Rent, repairs and maintenance, and insurance	255,036	465,495	655,307	436,235	1,863,428	3,675,501
Property taxes	23,985	39,408	98,962	36,182	286,697	485,234
Fuel and electricity	94,024	143,817	177,554	67,434	331,925	814,754
Salaries and wages	1,014,465	2,261,824	3,724,161	2,287,155	9,825,627	19,113,232
Staff benefits	23,397	66,595	107,323	82,660	364,520	644,495
Artists' and other talent fees	18,188	105,064	175,590	93,239	2,241,178	2,633,259
Performing rights	37,700	82,922	211,287	142,553	607,252	1,081,714
Telephone and telegraph and outside services	175,025	278,031	429,215	239,759	1,299,181	2,421,211
Films, tapes, recordings—Rental and purchased	152,414	650,563	804,794	839,758	6,360,165	8,807,694
Advertising, promotion, and travel	91,476	253,512	383,743	404,842	1,265,148	2,398,721
Taxes and licences (other than income or prop- erty)	28,762	87,925	113,882	61,518	558,820	850,907
Office supplies and expenses	53,810	125,446	112,916	114,251	396,263	802,686
Other operating expenses	70,903	103,267	179,811	223,644	568,064	1,145,689
Total operating expenses	2,654,955	5,498,456	8,791,748	5,669,717	31,764,571	54,379,447
Net operating revenue (loss)	(302,873)	452,394	1,706,851	376,040	6,950,866	9,183,278

TABLE 6. Income and Surplus Account of the Privately-owned RADIO and TELEVISION Broadcasting Industry, 1964

	Dollars
Income account:	
Net operating revenue:	
Radio	6,163,059
Television	9,183,278
Total	15,346,337
Other income	1,527,446
Total net operating revenue and other income	16,873,783
Less:	
Other expenses	893,203
Net income before tax	15,980,580
Less:	
Income tax	5,978,907
Net income for current period	10,001,673
Surplus account:	
Surplus at beginning of current period	20,044,734
Net income for current period	10,001,673
Additions to surplus	1,698,492
Deductions from surplus	2,794,998
Dividends and withdrawals	5,095,540
Surplus at end of current period	23,854,361

TABLE 7. Assets and Liabilities of the RADIO and TELEVISION Broadcasting Industry, 1964

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		10,201,395
Accounts and notes receivable and accrued		25,824,215
Other—Including inventories, prepayments		17,224,099
Investments (stock, bonds, mortgages, etc.)		9,157,681
Total current assets		62,407,390
Fixed assets:		
Radio	68,082,260	
Television	131,277,275	
Sub-total	199,359,535	
Less:		
Depreciation reserve	90,764,231	108,595,304
Deferred charges		1,463,157
Other assets, including goodwill		11,653,518
Total assets		184,119,369
Liabilities and net worth		
Current liabilities:		
Bank loans		11,265,070
Accounts and notes payable		18,692,406
Other		13,620,305
Total current liabilities		43,577,781
Long term debt		50,878,641
Reserves		2,931,035
Preferred stock		13,833,196
Common stock		48,515,544
Capital surplus		528,811
Earned surplus		23,854,361
Total liabilities and net worth		184,119,369

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1964

	Radio	Television	Total
		dollars	
Land	4,440,638	5,588,663	10,029,301
Building	13,434,638	38,959,498	52,394,136
Technical and studio equipment	41,643,048	78,034,902	119,677,950
Furniture and fixtures	4,331,838	5,456,451	9,788,289
Unamortized portion of lease-hold improvements	1,056,650	363,060	1,419,710
Other ¹	3,175,448	2,874,701	6,050,149
Total fixed assets	68,082,260	131,277,275	199,359,535
Depreciation	33,337,309	57,426,922	90,764,231
Net fixed assets	34,744,951	73,850,353	108,595,304

¹ Includes motorized vehicles and equipment.

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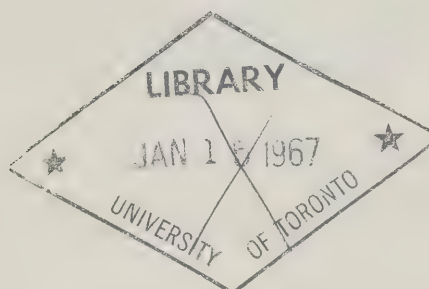
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RADIO AND TELEVISION BROADCASTING

1965



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RADIO AND TELEVISION BROADCASTING

1965

INTRODUCTION

This report is the result of the annual survey carried out by the Dominion Bureau of Statistics on the Canadian broadcasting industry for 1965. The data presented in this publication is compiled by DBS from an annual broadcasting questionnaire which also meets the requirements of the Board of Broadcast Governors and the Department of Transport. The joint reporting form has effected economies and reduced the burden of reporting for respondents. This publication is intended to provide information to the public concerning the broadcasting industry. It should also prove useful to the broadcasting industry, advertisers, advertising agencies, and various allied trades.

Table 1 is a historical table showing separate data for the years 1962 to 1965 for the Canadian

Broadcasting Corporation and the privately-owned stations.

As in the 1964 publication, data shown in Tables 2 to 6 inclusive is presented for the privately-owned sector of the industry and does not include the CBC. Tables 7 and 8 refer to the operations of the whole industry, including the CBC.

In using these tables it should be noted that data for privately-owned stations are for those stations whose fiscal year ends within the calendar year 1965. Data for the CBC is for the fiscal period April 1, 1965 to March 31, 1966.

Review of Survey Results

The radio and television broadcasting industry again registered an increase in revenues for 1965. Between 1964 and 1965 the total broadcasting revenue increased by 9.6% (from \$145.8 to \$159.8 million) and total operating revenue increased 11.7% (from \$153.6 to \$171.6 million). Of the total operating revenue, radio broadcasting accounted for \$72.8 million or 42.4% and television broadcasting \$98.8 million or 57.6%. In 1964 radio received \$67.2 million or 43.8% and television \$86.4 million or 56.2%.

The survey covers all private commercial broadcasting stations. Non-commercial stations are not included. In 1965 revenue from network and national advertising represented 62.9% and local advertising 37.1% of the total broadcasting revenue of \$162.2 million. Both network and national advertising, and local advertising increased by 10.3% and 12.9% respectively since 1964, while other non-broadcasting revenue increased by 21%.

Operating expenses of the broadcasting industry increased by \$20.6 million in 1965 from \$228.6

million to \$249.2 million. This increase was due mainly to increases for salaries and wages (\$6.9 million); the rental and purchase of films, tapes, recordings (\$4.3 million); performing rights (\$2.0 million); telephone and telegraph and outside services (\$1.5 million); depreciation and amortization (\$1.5 million); and advertising, promotion and travel (\$1.3 million). This growth of expenses was more than offset by the growth of revenues which resulted in an operating profit of \$21.5 million in 1965. This is an increase of \$6.2 million in operating profit over 1964.

The following table is presented to give an analysis of the operating revenue for the CBC for the year ending March 31, 1966. Radio operations of the Corporation account for only 7.9% of its total broadcasting revenue compared to 50.1% for the private broadcasting sector. The revenue in the table is arrived at after deducting certain payments to stations and commissions to advertising agencies and other networks, as reported in the annual report of the CBC.

**Analysis of Broadcasting Revenue of the Canadian Broadcasting Corporation
for the Year Ending March 31, 1966**

	Radio	Television	Total
	thousands of dollars		
Broadcasting revenue from:			
(a) Network and national advertising	1,518	22,063	23,581
(b) Local advertising	466	981	1,447
Total broadcasting revenue	1,984	23,044	25,028
Other non-broadcasting operating revenue	276	518	794
Total operating revenue	2,260	23,562	25,822

Some stations have sources of income and expenses which are not normally associated with broadcasting. DBS classifies investment income and rental income in this category. Other expenses would include such items as life insurance and donations. In 1965 the net of other income and other expenses totalled \$613,030 approximately the same as in 1964. Income taxes paid by the profitable firms amounted to \$8.2 million in 1965 compared with \$6.0 million in 1964. In 1965 private broadcasters' profits after tax totalled \$13.9 million representing a 39.4% increase over the profit shown for 1964.

In 1965 there were 16,892 employees engaged in the broadcasting industry, an increase of 268 or 1.6% over 1964. Salaries and wages paid by the industry totalled \$102.2 million an increase of \$6.9 million or 7.2% over 1964. Staff benefits which include such expenses as staff pensions, hospitalization insurance and other items totalled \$5.7 million an increase of 15% since 1964.

Table 2 presents a statement of the private radio broadcasting industry for 1965, by province. All provinces showed an operating profit in 1965 although increases over 1964 are not reported for all areas. Net operating revenue increased in Ontario and Quebec by \$1,185,107 and \$281,605 respectively. On a Canada-wide basis, the privately-owned radio industry showed an operating profit of \$7.1 million in 1965.

Table 3 presents the operations of the private television broadcasting industry by province for 1965. Comparison of this year's table with 1964 shows that the position of television stations has improved materially in 1965. All areas show an overall operating profit in 1965. The most significant increases took place in Quebec and Ontario where net operating revenue increased by \$2,322,980 and \$2,315,745 respectively over 1964. The operating profit for Canada as a whole rose by \$5.2 million over the profit reported in 1964.

Tables 4 and 5 show the operating results of the radio and television broadcasting industry by operating revenue group.

In Table 4, radio stations with annual revenue of less than \$100,000 lost money, averaging \$3,207 per station. Radio stations whose operating revenue exceeded \$1 million had an average profit of \$216,019. This can be compared to 1964 results, which showed a loss of \$3,577 for the smallest group and a profit of \$178,780 per station for those whose operating revenue exceeded \$1 million. For television, Table 5 shows an average loss of \$31,929 per station for stations with operating revenue under \$250,000 compared with an average loss of \$20,192 in 1964. There was considerable improvement with the larger stations. The average profit for stations having operating revenues of \$1.5 million and over was \$794,494 compared with \$496,490 in 1964.

Table 6 carries forward the operating profit from Tables 2 and 3 or 4 and 5. It also shows the addition of other income from sources not connected with broadcasting and the deduction of non-operating expenses. This table shows the net income, before income taxes, which amounted to \$22,128,815. After a provision of \$8.2 million for income taxes, the privately-owned broadcasting industry reported a net income of \$13.9 million for 1965. This represents an increase of \$3.9 million over the net income of \$10 million shown for 1964 and is a return of 10.7% of total assets (\$130.3 million) for the private sector of the industry and a return of 23.8% on shareholders' equity and reserves. The results of the operations of the CBC do not appear in this table because the unexpended balance of the parliamentary grant is treated as an account due to the Government of Canada.

Table 7 shows the assets, liabilities and net worth data of the broadcasting industry for 1965. The figures were compiled from the balance sheets of private stations and the CBC. The equity of the Government of Canada in the CBC, amounting to \$36.7 million, is included in the amount shown as common stock in the statement.

The following table gives a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private stations. The balance sheet of the CBC is as at March 31, 1966.

Table 8 is an analysis of the total figures for fixed assets that appear in Table 7.

	CBC	Private stations	Total
	thousands of dollars		
Current assets	21,593	51,500	73,093
Fixed assets less reserve for depreciation	54,372	65,887	120,259
Other assets	—	12,944	12,944
Total assets	75,965	130,331	206,296
Current liabilities	12,550	38,992	51,542
Long term debt	26,705	32,806	59,511
Sundry reserves	—	2,524	2,524
Preferred stock	—	14,009	14,009
Common stock	36,710	8,276	44,986
Capital surplus	—	927	927
Earned surplus	—	32,797	32,797
Total liabilities and net worth	75,965	130,331	206,296

Concepts

Operating Revenue and Expenses

All broadcasting stations report advertising revenue received from network, national and local advertising net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the CBC or with the other networks. The individual stations show as revenue only the amount that was received from the network.

In Table 1, prior to 1965 "other operating expenses" included such things as car, truck and other property expenses; freight, express, duty and cartage; and bad and doubtful accounts. In this report these have been segregated under separate headings for 1965. Separate figures are not available prior to 1965.

The revenue and expenses of the CTV Television Network Limited is included in Ontario in Table 3; in Table 5 this network is included in the revenue group which is applicable. In both these tables, the

CTV Television Network not being a station is not included in the station count. Although it is not possible to measure the average performance of stations in the particular revenue group in which the CTV network is included, this weakness is outweighed by the advantages gained.

This survey covers the operations of all private commercial broadcasting stations. Those stations operating on a non-commercial basis such as educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by province and by revenue group was based on the individual returns filed, i.e., if the station filed separate returns for AM and FM operations each return was considered a separate entity for purposes of classifying the results by province and by revenue group. The count of stations is based on the number of stations in operation. The number of stations is greater than the number of returns filed because a single annual report covering the operation of an AM and FM station is counted as two stations.

Glossary of Terms

1. **Network advertising revenue** as shown in this report consists of revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. **National advertising revenue** is revenue received from national or regional advertisers for programs or announcements broadcast on non-network basis. This advertising is generally arranged by advertising agencies in the major cities with the various stations representatives.

3. **Local advertising revenue** is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis. This type of advertising is generally arranged by the stations local sales force.

4. **Other non-broadcasting operating revenue** is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

5. **Representative agencies** are individuals or organizations which are hired by broadcasting stations to seek the business of national and regional advertisers on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually covers the local market.

6. **Advertising agencies** are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. **Other income** (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources, etc.).

8. **Other expenses** (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting donation).

9. **Additions and deductions to the surplus account** (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense, etc.).

**TABLE 1. Operating Revenue and Expenses and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry, 1962-65**

	1962		1963		1964		1965	
	Private stations	CBC	Private stations	CBC	Private stations	CBC	Private stations	CBC
	dollars				1			
Operating revenue:								
Broadcasting revenue from:								
(a) Advertising carried on networks and national advertising	52,100,537	20,778,000	58,192,467	21,860,000	69,425,452	23,051,000	78,413,420	23,581,000
(b) Local advertising	40,733,617	1,862,000	47,505,252	1,801,000	51,957,524	1,349,000	58,757,439	1,447,000
Total broadcasting revenue	92,834,154	22,640,000	105,697,719	23,661,000	121,382,976	24,400,000	137,170,859	25,028,000
Other non-broadcasting operating revenue	8,349,479	556,000	6,075,736	785,000	7,222,291	577,000	8,623,933	794,000
Total operating revenue	101,183,633	23,196,000	111,773,455	24,446,000	128,605,267	24,977,000	145,794,792	25,822,000
Grants received	—	76,964,000 ¹	—	82,449,000 ¹	—	90,391,000 ¹	—	99,089,000 ¹
Total operating revenue and grants	101,183,633	100,160,000	111,773,455	106,895,000	128,605,267	115,368,000	145,794,792	124,911,000
Operating expenses: ²								
Representative agency commissions	5,432,631	3,000	5,856,156	26,000	6,952,368	53,000	7,379,878	24,000
Interest charges	2,736,375	—	3,111,740	3,000	3,032,855	377,000	2,647,457	1,009,000
Depreciation, and amortization of lease-hold improvements	7,102,559	4,309,000	7,063,202	4,072,000	7,973,337	4,523,000	9,251,532	4,739,000
Rent, repairs and maintenance, and insurance	5,751,912	4,139,000	6,373,279	4,858,000	7,034,166	5,747,000	7,272,720	5,589,000
Property taxes	805,234	308,000	885,308	321,000	918,363	458,000	949,699	487,000
Fuel and electricity	1,415,603	631,000	1,705,091	687,000	1,748,253	974,000	1,675,472	940,000
Car, truck and other property expenses	694,996	240,000
Salaries and wages	40,055,064	42,081,000	43,085,037	44,421,000	46,563,657	48,807,000	49,799,400	52,422,000
Staff benefits	1,181,567	3,009,000	1,308,215	3,193,000	1,437,515	3,559,000	1,798,836	3,947,000
Artists' and other talent fees	4,748,818	13,562,000	4,299,224	13,738,000	4,870,213	13,912,000	5,253,509	13,692,000
Performing rights	1,959,741	3,746,000	2,211,263	5,355,000	2,559,323	5,440,000	2,951,057	7,010,000
Telephone and telegraph and outside services	6,333,070	11,111,000	6,512,236	11,199,000	7,197,533	11,897,000	8,360,613	12,254,000
Films, tapes, recordings — Rental and purchased	6,377,718	11,403,000	7,552,277	11,260,000	9,431,869	11,975,000	11,405,955	14,283,000
Advertising, promotion and travel	5,784,863	1,760,000	6,326,607	2,015,000	7,085,511	2,189,000	7,749,728	2,856,000
Taxes and licences (other than income or property)	1,368,859	—	1,604,131	—	1,682,818	—	1,892,280	25,000
Office supplies and expenses	1,881,284	774,000	2,046,686	938,000	2,331,297	1,113,000	1,496,909	1,212,000
Freight, express, duty, cartage	508,766	701,000
Bad and doubtful accounts	921,754	2,000
Other operating expenses	2,903,413	3,324,000	3,072,931	4,809,000	2,439,852	4,344,000	2,268,446	3,479,000
Total operating expenses	95,838,711	100,160,000	103,013,383	106,895,000	113,258,930	115,368,000	124,279,007	124,911,000
Net operating income (loss) including grants	5,344,922	—	8,760,072	—	15,346,337	—	21,515,785	—
Net of other income and other expenses	288,151	—	1,381,192	—	634,243	—	613,030	—
Provision for income taxes	3,878,735	—	4,678,968	—	5,978,907	—	8,186,415	—
Net income after taxes	1,754,338	—	5,462,296	—	10,001,673	—	13,942,400	—
Average monthly number of employees	8,175	7,592	8,395	7,765	8,503	8,121	8,945	7,947

¹ The CBC charges its operations with depreciation, but deducts the charge on its published statements. The charge so made has been added to the government grant.

² Does not include advertising agency commissions which are estimated to be \$14,919,132 in 1964 and \$17,585,786 in 1965.

.. Figures not available.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry by Province, 1965

	Newfound- land and Prince Edward Island 10 stations	Nova Scotia 17 stations	New Brunswick 10 stations	Quebec 59 stations	Ontario 93 stations	Manitoba 16 stations	Saskat- chewan 16 stations	Alberta 22 stations	British Columbia 38 stations	Total 281 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on networks and national advertising	449,598	757,201	503,521	7,044,700	12,340,622	1,392,603	1,137,423	1,927,793	2,114,935	27,668,396
(b) Local advertising	1,197,069	1,442,254	1,154,599	10,069,431	13,102,515	1,898,598	2,534,176	4,153,911	5,435,150	40,987,703
Total broadcasting revenue	1,646,667	2,199,455	1,658,120	17,114,131	25,443,137	3,291,201	3,671,599	6,081,704	7,550,085	68,656,099
Other non-broadcasting operating revenue	10,884	5,738	26,068	578,417	803,380	46,093	51,698	215,593	138,558	1,876,429
Total operating revenue	1,657,551	2,205,193	1,684,188	17,692,548	26,246,517	3,337,294	3,723,297	6,297,297	7,688,643	70,532,528
Operating expenses: ¹										
Representative agency commissions	50,470	88,728	83,954	1,076,035	1,837,421	188,000	136,536	194,543	305,189	3,960,876
Interest charges	19,257	36,576	28,164	155,391	270,807	128,333	10,332	110,491	126,546	885,897
Depreciation, and amortization of lease-hold improvements	122,941	109,122	133,047	1,120,059	1,291,240	225,896	171,788	331,331	419,163	3,924,587
Rent, repairs and maintenance, and insurance	65,632	107,609	85,858	1,089,723	1,090,860	179,071	208,562	329,466	380,003	3,536,784
Property taxes	6,122	23,200	27,525	90,916	199,363	24,120	13,938	29,329	46,265	460,778
Fuel and electricity	28,691	42,527	42,752	143,500	227,798	65,860	69,753	108,841	128,598	858,320
Car, truck and other property expenses	13,507	5,304	11,350	87,707	104,670	33,100	20,058	39,090	109,716	424,502
Salaries and wages	666,028	1,025,901	770,124	6,788,824	10,381,896	1,543,655	1,677,560	2,830,659	3,665,221	29,349,868
Staff benefits	17,632	32,266	18,886	266,520	343,365	38,529	34,232	115,026	110,652	977,108
Artists' and other talent fees	7,288	24,184	15,112	1,064,051	771,716	34,779	41,120	112,610	99,502	2,170,362
Performing rights	33,249	50,849	43,070	442,768	585,195	53,506	93,947	134,323	148,098	1,585,005
Telephone and telegraph and outside services	197,683	190,921	177,754	1,496,048	1,814,163	247,819	312,462	481,745	666,564	5,585,159
Films, tapes, recording—Rental and purchased	23,658	24,726	21,167	196,768	205,087	28,747	22,136	95,829	68,026	686,144
Advertising, promotion and travel	63,446	108,840	47,581	1,395,172	1,845,463	338,559	213,068	626,059	504,395	5,142,583
Taxes and licences (other than income or property)	22,247	21,727	17,702	222,824	301,544	57,704	47,879	78,164	136,060	905,851
Office supplies and expenses	15,795	27,747	20,781	225,187	284,311	48,798	66,522	96,601	125,839	911,581
Freight, express, duty, cartage	1,734	3,289	760	47,636	15,287	2,346	2,885	3,447	3,140	80,524
Bad and doubtful accounts	7,058	25,141	20,695	181,004	244,221	20,318	24,932	55,963	64,396	643,728
Other operating expenses	19,973	21,745	26,554	409,907	445,671	70,186	63,505	123,722	141,341	1,322,604
Total operating expenses	1,382,411	1,970,402	1,592,836	16,500,040	22,260,078	3,329,326	3,231,215	5,897,239	7,248,714	63,412,261
Net operating revenue (loss)	275,140	234,791	91,352	1,192,508	3,986,439	7,968	492,082	400,058	439,929	7,120,267
Average monthly number of employees	167	213	177	1,238	1,792	268	328	460	612	5,255

¹ Does not include advertising agency commissions which are estimated to be \$4,583,524.

TABLE 3. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry by Province, 1965

	Atlantic Area 10 stations	Quebec 13 stations	Ontario 17 stations	Manitoba and Saskat- chewan 11 stations	Alberta 7 stations	British Columbia 7 stations	Total 65 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	3,423,663	13,986,368	21,437,406	4,671,107	4,905,038	2,321,442	50,745,024
(b) Local advertising	1,558,050	3,350,304	7,200,286	2,356,034	1,990,014	1,315,048	17,769,736
Total broadcasting revenue	4,981,713	17,336,672	28,637,692	7,027,141	6,895,052	3,636,490	68,514,760
Other non-broadcasting operating revenue	139,323	3,995,483	1,548,269	269,636	262,909	531,884	6,747,504
Total operating revenue	5,121,036	21,332,155	30,185,961	7,296,777	7,157,961	4,168,374	75,262,264
Operating expenses: ¹							
Representative agency commissions	234,168	1,213,277	1,229,610	335,233	268,103	138,611	3,419,002
Interest charges	148,493	599,363	508,545	176,126	142,225	186,808	1,761,560
Depreciation and amortization of lease-hold improvements	683,629	1,280,309	1,721,437	810,672	440,124	390,774	5,326,945
Rent, repairs and maintenance, and insurance	404,868	1,150,945	1,196,232	372,949	386,928	224,014	3,735,936
Property taxes	53,332	85,993	205,320	56,467	47,634	40,175	488,921
Fuel and electricity	115,848	177,555	221,555	130,483	100,207	71,504	817,152
Car, truck and other property expenses	27,203	79,925	65,021	37,856	45,966	14,523	270,494
Salaries and wages	1,572,988	5,088,903	8,199,685	2,329,735	2,196,135	1,062,086	20,449,532
Staff benefits	48,698	204,577	395,907	49,464	98,524	24,558	821,728
Artists' and other talent fees	96,390	1,332,191	1,205,719	158,030	119,627	171,190	3,083,147
Performing rights	101,457	392,905	554,360	132,516	120,756	64,058	1,366,052
Telephone and telegraph and outside services	458,917	585,807	1,071,043	260,480	213,664	185,543	2,775,454
Films, tapes, recordings—Rental and purchased	426,942	3,110,727	4,951,173	852,482	864,947	513,540	10,719,811
Advertising, promotion and travel	146,324	429,644	1,314,860	298,901	229,761	187,655	2,607,145
Taxes and licences (other than income or prop- erty)	51,951	242,085	459,173	93,635	94,407	45,178	986,429
Office supplies and expenses	29,881	198,010	222,604	67,247	40,608	26,978	585,328
Freight, express, duty, cartage	47,275	65,492	183,699	54,248	44,187	33,341	428,242
Bad and doubtful accounts	30,418	54,326	105,984	30,752	40,713	15,833	278,026
Other operating expenses	57,152	232,514	175,928	89,605	115,702	274,941	945,842
Total operating expenses	4,735,934	16,524,548	23,987,855	6,336,881	5,610,218	3,671,310	60,866,746
Net operating revenue (loss)	385,102	4,807,607	6,198,106	959,896	1,547,743	497,064	14,395,518
<i>Average monthly number of employees</i>	<i>316</i>	<i>985</i>	<i>1,321</i>	<i>482</i>	<i>363</i>	<i>223</i>	<i>3,690</i>

¹ Does not include advertising agency commissions which are estimated to be \$9,057,262.

**TABLE 4. Operating Revenue and Expenses of the Privately-owned RADIO Broadcasting Industry
by Revenue Group, 1965**

	Under \$100,000 55 stations	\$100,000 and under \$250,000 113 stations	\$250,000 and under \$500,000 64 stations	\$500,000 and under \$1,000,000 31 stations	\$1,000,000 and over 18 stations	Total 281 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	613,468	3,193,218	5,072,710	6,400,220	12,388,780	27,668,396
(b) Local advertising	2,456,013	11,667,180	11,281,641	8,820,431	6,762,438	40,987,703
Total broadcasting revenue	3,069,481	14,860,398	16,354,351	15,220,651	19,151,218	68,656,099
Other non-broadcasting operating revenue	88,016	142,979	244,618	883,834	516,982	1,876,429
Total operating revenue	3,157,497	15,003,377	16,598,969	16,104,485	19,668,200	70,532,528
Operating expenses:						
Representative agency commissions	71,292	412,631	715,255	744,293	2,017,405	3,960,876
Interest charges	71,173	293,488	218,338	223,560	79,338	885,897
Depreciation and amortization of lease-hold improvements	267,793	942,481	980,850	823,023	910,440	3,924,587
Rent, repairs and maintenance, and insurance	265,063	906,136	857,298	726,848	781,439	3,536,784
Property taxes	30,003	126,257	94,569	106,988	102,961	460,778
Fuel and electricity	67,365	246,433	230,943	206,372	107,207	858,320
Car, truck, and other property expenses	36,257	109,095	138,914	78,248	61,988	424,502
Salaries and wages	1,704,793	7,288,219	7,712,449	6,872,196	5,772,211	29,349,868
Staff benefits	34,694	199,829	197,451	299,670	245,464	977,108
Artists' and other talent fees	61,426	232,626	300,483	661,334	914,493	2,170,362
Performing rights	74,639	304,660	373,347	373,415	458,944	1,585,005
Telephone and telegraph and outside services	314,446	1,311,679	1,289,881	1,461,911	1,207,242	5,585,159
Films, tapes, recordings — Rental and purchased	44,003	163,561	197,299	178,661	102,620	686,144
Advertising, promotion and travel	125,318	715,810	1,028,506	1,403,114	1,869,835	5,142,583
Taxes and licences (other than income or property)	35,490	180,765	194,452	219,948	275,196	905,851
Office supplies and expenses	59,788	223,299	240,373	199,865	188,256	911,581
Freight, express, duty, cartage	5,502	16,465	14,189	32,804	11,564	80,524
Bad and doubtful accounts	37,126	165,185	202,043	118,167	121,207	643,728
Other operating expenses	27,733	167,593	312,756	262,468	552,054	1,322,604
Total operating expenses	3,333,904	14,006,212	15,299,396	14,992,885	15,779,864	63,412,261
Net operating revenue (loss)	(176,407)	997,165	1,299,573	1,111,600	3,888,336	7,120,267

**TABLE 5. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry
by Revenue Group, 1965**

	Under \$250,000 12 stations	\$250,000 and under \$500,000 15 stations	\$500,000 and under \$1,000,000 16 stations	\$1,000,000 and under \$1,500,000 7 stations	\$1,500,000 and over 15 stations	Total 65 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	1,010,611	3,111,600	6,953,755	3,788,389	35,880,669	50,745,024
(b) Local advertising	792,024	2,360,154	3,542,667	2,704,199	8,370,692	17,769,736
Total broadcasting revenue	1,802,635	5,471,754	10,496,422	6,492,588	44,251,361	68,514,760
Other non-broadcasting operating revenue	40,102	190,748	175,778	360,846	5,980,030	6,747,504
Total operating revenue	1,842,737	5,662,502	10,672,200	6,853,434	50,231,391	75,262,264
Operating expenses:						
Representative agency commissions	70,654	206,597	452,464	317,508	2,371,779	3,419,002
Interest charges	80,678	154,353	224,037	70,081	1,232,411	1,761,560
Depreciation, and amortization of lease-hold im- provements	329,829	467,322	878,673	900,973	2,750,148	5,326,945
Rent, repairs and maintenance, and insurance	160,251	333,211	772,237	415,394	2,054,843	3,735,936
Property taxes	19,398	35,578	71,590	62,014	300,341	488,921
Fuel and electricity	75,709	119,944	150,703	110,718	360,078	817,152
Car, truck and other	28,920	39,224	78,608	34,053	89,689	270,494
Salaries and wages	830,187	2,008,050	3,751,252	2,357,881	11,502,162	20,449,532
Staff benefits	30,257	57,376	124,818	73,733	535,544	821,728
Artists' and other talent fees	13,809	91,431	155,654	89,127	2,733,126	3,083,147
Performing rights	30,156	100,896	175,431	126,281	933,288	1,366,052
Telephone and telegraph and outside services	212,900	258,114	622,563	283,284	1,398,593	2,775,454
Films, tapes, recordings—Rental and purchased	151,159	576,437	773,745	727,836	8,490,634	10,719,811
Advertising, promotion and travel	60,520	214,874	442,171	224,368	1,665,212	2,607,145
Taxes and licences (other than income or prop- erty)	20,623	58,685	135,283	83,389	688,449	986,429
Office supplies and expenses	31,241	55,475	107,830	52,083	338,699	585,328
Freight, express, duty, cartage	15,817	49,075	81,693	43,388	238,269	428,242
Bad and doubtful accounts	10,797	37,793	96,842	27,908	104,686	278,026
Other operating expenses	52,985	104,809	180,185	81,832	526,031	945,842
Total operating expenses	2,225,890	4,969,244	9,275,779	6,081,851	38,313,982	60,866,746
Net operating revenue (loss)	(383,153)	693,258	1,396,421	771,583	11,917,409	14,395,518

TABLE 6. Income and Surplus Account of the Privately-owned RADIO and TELEVISION Broadcasting Industry, 1965

	Dollars
Income account:	
Net operating revenue:	
Radio	7,120,267
Television	14,395,518
Total	21,515,785
Other income	1,633,797
Total net operating revenue and other income	23,149,582
Less:	
Other expenses	1,020,767
Net income before tax	22,128,815
Less:	
Income tax	8,186,415
Net income for current period	13,942,400
Surplus account:	
Surplus at beginning of current period	23,854,361
Net income for current period	13,942,400
Additions to surplus	2,899,716
Deductions from surplus	4,602,371
Dividends and withdrawals	3,297,069
Surplus at end of current period	32,797,037

TABLE 7. Assets and Liabilities of the RADIO and TELEVISION Broadcasting Industry, 1965

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		11,550,768
Accounts and notes receivable and accrued		31,534,711
Other—Including inventories, prepayments		17,143,310
Investments (stock, bonds, mortgages, etc.)		12,864,078
Total current assets		73,092,867
Fixed assets:		
Radio	75,646,351	
Television	147,942,157	
Sub-total	223,588,508	
Less:		
Depreciation reserve	103,330,046	120,258,462
Deferred charges		912,876
Other assets, including goodwill		12,031,344
Total assets		206,295,549
Liabilities and net worth		
Current liabilities:		
Bank loans		10,500,509
Accounts and notes payable		23,509,301
Other		17,532,268
Total current liabilities		51,542,078
Long term debt		59,510,725
Reserves		2,523,582
Preferred stock		14,008,787
Common stock		44,985,723
Capital surplus		927,617
Earned surplus		32,797,037
Total liabilities and net worth		206,295,549

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1965

	Radio	Television	Total
	dollars		
Land	5, 498, 118	5, 782, 453	11, 280, 571
Building	15, 010, 527	45, 241, 541	60, 252, 068
Technical and studio equipment	45, 716, 836	86, 835, 319	132, 552, 155
Motorized vehicles and equipment	1, 566, 948	1, 748, 554	3, 315, 502
Furniture and fixtures	4, 653, 654	6, 802, 474	11, 456, 128
Unamortized portion of lease-hold improvements	986, 424	252, 449	1, 238, 873
Other	2, 213, 844	1, 279, 367	3, 493, 211
Total fixed assets	75, 646, 351	147, 942, 157	223, 588, 508
Depreciation	37, 009, 753	66, 320, 293	103, 330, 046
Net fixed assets	38, 636, 598	81, 621, 864	120, 258, 462

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SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- p preliminary figures.
- r revised figures.

RADIO AND TELEVISION BROADCASTING

1966

INTRODUCTION

This publication is the result of an annual survey conducted by the Dominion Bureau of Statistics with respect to the Canadian broadcasting industry. The data presented herein were compiled from information contained in DBS questionnaires, which were completed by the Canadian Broadcasting Corporation and the licensees of the private commercial broadcasting stations in operation during 1966. These questionnaires have been designed to serve the requirements of the Board of Broadcast Governors and the Department of Transport as well as the DBS and has thereby effected economies and minimized the burden of reporting for respondents. This publication is intended to provide information to the public, but it has also proved very useful to the broadcasting industry, advertisers, advertising agencies, and various allied trades.

Table 1 is an historical table showing separate data for the years 1963 to 1966 inclusive for the Canadian Broadcasting Corporation and the privately-owned stations.

In Tables 2 to 6 inclusive, data are presented for the privately-owned sector of the industry only and does not include the CBC. Tables 7 and 8 embrace the activities of the whole industry, including the CBC.

When using these tables, it should be noted that information for privately-owned stations represents data for fiscal years ended within the 1966 calendar year. Data for the CBC are for the fiscal period April 1, 1966 to March 31, 1967.

Review of Survey Results

The radio and television broadcasting industry once again registered an increase in revenue for the year under review as compared to the previous year's operations. Between 1965 and 1966, total broadcasting revenue increased by 11.2% (from \$162.2 to \$180.4 million), and total operating revenue increased by 12.1% (from \$171.6 to \$192.4 million). Of the total operating revenue, radio broadcasting accounted for \$81.7 million or 42.5% and television broadcasting \$110.7 million or 57.5%. In 1965, radio broadcasting accounted for \$72.8 million or 42.4% of total operating revenue and television \$98.8 million or 57.6%.

In 1966, revenue from network and national advertising represented 63.4% and local advertising 36.6% of the total broadcasting revenue of \$180.4 million. Both network and national advertising, and local advertising increased by 12.2% and 9.7% respectively since 1965, while other non-broadcasting revenue increased by 26.8%.

Operating expenses of the broadcasting industry increased by \$35.9 million in 1966 from \$249.2

million to \$285.1 million. This increase was due mainly to increases for salaries, wages and bonuses (\$14.1 million); telephone and telegraph and outside services (\$6.8 million); advertising, promotion and travel (\$3.9 million); artist and other talent fees (\$3.5 million); depreciation and amortization (\$3.2 million); performing rights (\$2.1 million); and rent, repairs and maintenance, and insurance (\$1.5 million). This rapid growth of expenses was more than offset by the growth of revenue which resulted in an operating profit of \$25.4 million in 1966. This is an increase of \$3.9 million in operating profit over 1965.

The following table presents an analysis of the operating revenue of the CBC for the year ended March 31, 1967. Radio operations of the Corporation account for only 7.1% of its total broadcasting revenue compared to 50.6% for the private broadcasting sector. The revenue in the table is arrived at after deducting certain payments to private stations and commissions to advertising agencies and other networks, as reported in the annual report of the CBC.

Analysis of Operating Revenue of the Canadian Broadcasting Corporation for the Year Ended March 31, 1967

	Radio	Television	Total
	thousands of dollars		
Broadcasting revenue from:			
(a) Network and national advertising	1,451	23,376	24,827
(b) Local advertising	383	797	1,180
Total broadcasting revenue	1,834	24,173	26,007
Non-broadcasting revenue	334	701	1,035
Total operating revenue	2,168	24,874	27,042

Some stations have sources of income, and expenses which are not normally associated with broadcasting operations. DBS classifies investment income and rental income in this "other income" category. "Other expenses" would include such items as life insurance and donations. In 1966, other income net of other expenses totalled \$1,055,756 compared with \$613,030 in 1965. Income tax paid by the profitable companies amounted to \$11.4 million in 1966 compared with \$8.2 million in 1965. In 1966 private broadcasters' profit after income tax totalled \$15.1 million representing a 7.9% increase over the profit earned in 1965.

In 1966 there were 17,925 employees engaged in the broadcasting industry, an increase of 1,033 or 6.1% over 1965. Salaries and wages paid by the industry totalled \$116.4 million, an increase of \$14.2 million or 13.8% over 1965. Staff benefits, which include such expenses as staff pensions and hospitalization insurance totalled \$6.8 million, an increase of 19.3% since 1965.

Table 2 presents the operations of the private radio broadcasting industry for 1966, by province. All provinces showed an operating profit in 1966, as well as an increase in profits over 1965. Net operating revenue increased in Quebec and British Columbia by \$678,419 and \$449,558 respectively. On a Canada-wide basis, the privately-owned radio industry showed an operating profit of \$9.6 million in 1966, which is substantially higher than in the previous year.

Table 3 presents the operations of the private television broadcasting industry by province for 1966. All areas show an overall operating profit in 1966. The most significant increases took place in Quebec and Ontario where net operating revenue increased by \$1,011,951 and \$489,495 respectively over 1965. The operating profit for Canada as a whole rose by \$1.4 million over the profit reported in 1965.

Tables 4 and 5 show the operating results of the privately-owned radio and television broadcasting industry by operating revenue groupings.

In Table 4, radio stations with annual revenue of less than \$100,000 lost money, averaging \$5,218 per station. Radio stations with operating revenue

exceeding \$1 million had an average profit of \$261,415. This can be compared to 1965 results, which showed a loss of \$3,207 for the smallest group and a considerably smaller profit of \$216,019 per station for those with operating revenue exceeding \$1 million. For television, Table 5 shows an average loss of \$17,734 per station for stations with operating revenue under \$250,000 compared with an average loss of \$31,929 in 1965. There was some improvement again this year with the larger stations. The average profit for stations having operating revenues of \$1.5 million and over was \$887,106 compared with \$794,494 in 1965.

Table 6 carries forward the operating profit from Table 1. It then shows the addition of other income from sources not related to broadcasting operations and the deduction of non-operating expenses. This table also shows the net income, before income tax, which amounted to \$26,429,164. After a provision of \$11.4 million for income tax, the privately-owned broadcasting industry reported a net income of \$15.1 million for 1966. This represents an increase of \$1.1 million over the net income of \$13.9 million shown for 1965 and is a return of 9.8% of total assets (\$154.5 million) for the private sector of the industry and a return of 20.9% on shareholders' equity and reserves. The results of the operations of the CBC do not appear in this table because the unexpended balance of the parliamentary grant is treated as an account due to the Government of Canada.

Table 7 is a statement showing the assets, liabilities and net worth position of the broadcasting industry in 1966. The figures were compiled from the balance sheets of the private stations and the CBC. The equity of the Government of Canada in the CBC, amounting to \$36.4 million, is included in the amount shown as common stock in the statement.

The following table provides a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private stations. The balance sheet of the CBC is as at March 31, 1967.

Table 8 gives an analysis of the amount shown for fixed assets of the industry as shown in Table 7.

	CBC	Private stations	Total
thousands of dollars			
Current assets	30,447	61,766	92,213
Fixed assets less reserve for depreciation	76,991	77,127	154,118
Other assets	—	15,610	15,610
Total assets	107,438	154,503	261,941
Current liabilities	15,305	43,300	58,605
Long term debt	55,715	38,808	94,523
Sundry reserves	—	4,420	4,420
Preferred stock	—	16,275	16,275
Common stock	36,418	9,521	45,939
Capital surplus	—	766	766
Eamed surplus	—	41,413	41,413
Total liabilities and net worth	107,438	154,503	261,941

Concepts

Operating Revenue and Expenses

All broadcasting stations report advertising revenue received from network, national and local advertising, net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the radio and television networks. The individual stations show as revenue only the amount that was received from the network to which it is affiliated.

In Table 1, prior to 1965, "other operating expenses" included such items as car, truck and other property expenses; freight, express, duty and cartage; and bad and doubtful accounts. In this publication, these expense items have been shown separately for 1965 and 1966. Separate details are not available prior to 1965.

The revenue and expenses of the CTV Television Network Limited is included in Ontario in Table 3; in Table 5 this network is included in the revenue grouping which is applicable. In both these tables, the CTV network not being a station is not included in the station count. Although it is not

possible to measure the average performance of stations in the particular groupings in which the CTV network is included, this weakness is outweighed by the advantages gained in obtaining true industry totals.

This survey covers the operations of all private commercial broadcasting stations. Those stations operating on a non-commercial basis such as those operated by educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by province and by revenue groupings was based on the individual returns filed, i.e., if the station filed separate returns for AM and FM operations each return was considered a separate entity for purposes of classifying the results by province and by revenue grouping. The count of stations is based on the number of broadcasting stations in operation. The number of stations is greater than the number of returns filed because a single annual report covering the operations of an AM and an FM station is counted as two stations.

Glossary of Terms

1. **Network advertising revenue** as shown in this report consists of revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. **National advertising revenue** is revenue received from national or regional advertisers for programs or announcements broadcast on non-network basis. This advertising is generally arranged by advertising agencies in the major cities with the various stations representatives.

3. **Local advertising revenue** is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis. This type of advertising is generally arranged by the stations local sales force.

4. **Other non-broadcasting operating revenue** is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

5. **Representative agencies** are individuals or organizations which are hired by broadcasting stations to seek the business of national and regional advertisers on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually covers the local market.

6. **Advertising agencies** are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. **Other income** (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources, etc.).

8. **Other expenses** (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting donation).

9. **Additions and deductions to the surplus account** (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense, etc.).

**TABLE 1. Operating Revenue and Expenses and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry, 1963 - 66**

	1963		1964		1965		1966	
	Private stations	CBC	Private stations	CBC	Private stations	CBC	Private stations	CBC
	dollars							
Operating revenue:								
Broadcasting revenue from:								
(a) Advertising carried on networks and national advertising	58,192,467	21,860,000	69,425,452	23,051,000	78,413,420	23,581,000	89,584,326	24,827,000
(b) Local advertising	47,505,252	1,801,000	51,957,524	1,349,000	58,757,439	1,447,000	64,847,218	1,180,000
Total broadcasting revenue	105,697,719	23,661,000	121,382,976	24,400,000	137,170,859	25,028,000	154,431,544	26,007,000
Non-broadcasting revenue	6,075,736	785,000	7,222,291	577,000	8,623,933	794,000	10,906,766	1,035,000
Total operating revenue	111,773,455	24,446,000	128,605,267	24,977,000	145,794,792	25,822,000	165,338,310	27,042,000
Grants received	—	82,449,000 ¹	—	90,391,000 ¹	—	99,089,000 ¹	—	118,044,000 ¹
Total operating revenue including grants	111,773,455	106,895,000	128,605,267	115,368,000	145,794,792	124,911,000	165,338,310	145,086,000
Operating expenses: ²								
Representatives commissions	5,856,156	26,000	6,952,368	53,000	7,379,878	24,000	8,008,549	177,000
Interest charges	3,111,740	3,000	3,032,855	377,000	2,647,457	1,009,000	2,424,737	2,203,000
Depreciation and amortization of lease-hold improvements	7,063,202	4,072,000	7,973,337	4,523,000	9,251,532	4,739,000	10,202,319	7,013,000
Rent, repairs and maintenance, and insurance	6,373,279	4,858,000	7,034,166	5,747,000	7,272,720	5,589,000	8,828,295	5,565,000
Property taxes	885,308	321,000	918,363	458,000	949,699	487,000	1,072,898	508,000
Fuel, electricity and water	1,705,091	687,000	1,748,253	974,000	1,675,472	940,000	1,758,181	1,098,000
Car, truck and other property expenses	694,996	240,000	843,719	360,000
Salaries, wages and bonuses	43,085,037	44,421,000	46,563,657	48,807,000	49,799,400	52,422,000	56,144,694	60,223,000
Staff benefits	1,308,215	3,193,000	1,437,515	3,559,000	1,798,836	3,947,000	2,328,897	4,425,000
Artist and other talent fees	4,299,224	15,547,000 [†]	4,870,213	15,979,000 [†]	5,253,509	15,854,000 [†]	5,399,451	17,002,000
Performing rights	2,211,263	3,546,000 [†]	2,559,323	3,373,000 [†]	2,951,057	4,166,000 [†]	3,380,116	4,500,000
Telephone and telegraph and outside services	6,512,236	11,199,000	7,197,533	11,897,000	8,360,613	12,936,000 [†]	9,730,493	17,690,000
Films, tapes, recordings — Rentals and purchases	7,552,277	11,260,000	9,431,869	11,975,000	11,405,955	14,283,000	13,490,458	12,333,000
Advertising, promotion and travel	6,326,607	2,015,000	7,085,511	2,189,000	7,749,728	2,856,000	8,048,921	6,433,000
Taxes (other than income or property) and licences	1,604,131	—	1,682,818	—	1,892,280	25,000	2,273,377	—
Office supplies and expenses	2,046,686	938,000	2,331,297	1,113,000	1,496,909	1,212,000	1,688,073	1,558,000
Freight, express, duty and cartage	508,766	701,000	591,672	950,000
Bad and doubtful accounts	921,754	2,000	941,381	16,000
Other operating expenses	3,072,931	4,809,000	2,439,852	4,344,000	2,268,446	3,479,000	2,808,671	3,032,000
Total operating expenses	103,013,383	106,895,000	113,258,930	115,368,000	124,279,007	124,911,000	139,964,902	145,086,000
Net operating revenue including grants	8,760,072	—	15,346,337	—	21,515,785	—	25,373,408	—
Other income net of other expenses	1,381,192	—	634,243	—	613,030	—	1,055,756	—
Provision for income tax	4,678,968	—	5,978,907	—	8,186,415	—	11,378,220	—
Net income for period	5,462,296	—	10,001,673	—	13,942,400	—	15,050,944	—
Average monthly number of employees....	8,395	7,765	8,503	8,121	8,945	7,947	9,450	8,475

¹ The CBC charges its operations with depreciation, but deducts the charge on its published statements. The charge so made has been added to the government grant.

² Does not include advertising agency commissions which are estimated to be \$17,585,786 in 1965 and \$20,298,498 in 1966.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry by Area, 1966

	Newfound- land and Prince Edward Island 10 stations	Nova Scotia 18 stations	New Brunswick 10 stations	Quebec 60 stations	Ontario 95 stations	Manitoba 16 stations	Saskat- chewan 18 stations	Alberta 23 stations	British Columbia 41 stations	Total 291 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on networks and national advertising	502,332	971,839	580,489	8,203,657	13,763,442	1,587,970	1,293,728	2,014,615	2,474,708	31,392,780
(b) Local advertising	1,385,536	1,795,708	1,340,215	10,837,402	15,868,570	2,050,136	2,654,460	4,465,727	6,422,953	46,820,707
Total broadcasting revenue	1,887,868	2,767,547	1,920,704	19,041,059	29,632,012	3,638,106	3,948,188	6,480,342	8,897,661	78,213,487
Non-broadcasting revenue	10,805	8,147	24,682	516,811	322,548	32,716	102,840	197,611	125,230	1,341,390
Total operating revenue	1,898,673	2,775,694	1,945,386	19,557,870	29,954,560	3,670,822	4,051,028	6,677,953	9,022,891	79,554,877
Operating expenses: ¹										
Representatives commissions	54,920	118,398	95,995	1,196,718	1,912,175	197,414	154,486	193,289	335,437	4,258,832
Interest charges	11,402	43,390	25,604	124,740	332,864	142,925	15,008	85,238	168,317	949,488
Depreciation and amortization of lease-hold improvements	112,357	135,686	139,635	1,026,974	1,339,733	222,144	174,010	299,803	482,440	3,932,782
Rent, repairs and maintenance, and insurance	76,777	155,617	74,874	1,255,561	1,396,192	183,467	209,742	345,917	453,369	4,151,516
Property taxes	4,956	24,860	23,955	111,382	247,900	27,679	18,882	23,442	51,149	534,205
Fuel, electricity and water	36,572	49,770	42,761	145,688	241,871	66,715	67,408	110,792	148,074	909,651
Car, truck and other property expenses	18,471	6,123	15,240	157,898	150,732	25,472	27,984	47,337	85,816	535,073
Salaries, wages and bonuses	780,513	1,286,539	865,527	7,768,228	12,033,546	1,566,242	1,778,869	2,851,311	4,059,385	32,990,160
Staff benefits	27,021	47,185	27,643	320,759	401,973	58,307	44,536	133,674	162,317	1,223,415
Artist and other talent fees	12,139	16,595	20,867	906,857	906,735	40,810	44,456	95,478	113,552	2,157,489
Performing rights	39,535	72,078	49,892	514,777	735,236	57,913	95,042	138,072	166,844	1,869,389
Telephone and telegraph and outside services	195,824	230,720	149,047	1,580,958	2,165,634	261,841	341,429	514,166	770,588	6,210,207
Films, tapes, recording—Rentals and purchases	24,593	41,089	24,340	159,915	237,380	28,300	27,443	73,828	69,112	686,000
Advertising, promotion and travel	108,223	128,147	54,189	1,206,280	2,121,275	391,835	233,462	548,750	528,905	5,321,066
Taxes (other than income or property) and licences	25,136	28,982	20,018	231,928	332,177	70,855	45,708	78,433	148,448	981,685
Office supplies and expenses	28,342	40,377	20,940	271,810	345,659	46,597	72,254	105,418	140,531	1,071,928
Freight, express, duty and cargage	2,126	3,741	1,156	38,571	15,894	5,162	2,066	3,371	6,720	78,807
Bad and doubtful accounts	18,258	36,728	17,519	209,603	185,439	24,086	28,661	43,440	50,097	613,831
Other operating expenses	8,056	29,646	42,599	458,296	452,311	61,949	71,897	139,040	192,303	1,456,097
Total operating expenses	1,585,221	2,495,671	1,711,801	17,686,943	25,554,726	3,479,713	3,453,343	5,830,799	8,133,404	69,931,621
Net operating revenue	313,452	280,023	233,585	1,870,927	4,399,834	191,109	597,685	847,154	889,487	9,623,256
Average monthly number of employees	176	252	175	1,304	1,899	277	379	488	643	5,593

¹ Does not include advertising agency commissions which are estimated to be \$5,378,812.

TABLE 3. Operating Revenue and Expenses and Employee Statistics of the Privately-owned TELEVISION Broadcasting Industry by Area, 1966

	Atlantic Area 10 stations	Quebec 13 stations	Ontario 17 stations	Manitoba and Saskat- chewan 11 stations	Alberta 7 stations	British Columbia 7 stations	Total 65 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on networks and national advertising	3,810,390	16,521,835	25,943,053	5,137,347	3,917,705	2,861,216	58,191,546
(b) Local advertising	1,725,836	4,325,647	6,416,720	2,582,296	1,669,744	1,306,268	18,026,511
Total broadcasting revenue	5,536,226	20,847,482	32,359,773	7,719,643	5,587,449	4,167,484	76,218,057
Non-broadcasting revenue	160,113	5,548,013	2,813,091	303,790	234,373	505,996	9,565,376
Total operating revenue	5,696,339	26,395,495	35,172,864	8,023,433	5,821,822	4,673,480	85,783,433
Operating expenses: ¹							
Representatives commissions	237,801	1,420,199	1,379,943	344,201	195,770	171,803	3,749,717
Interest charges	155,040	465,291	453,253	141,494	91,541	168,630	1,475,249
Depreciation and amortization of lease-hold improvements	730,405	1,618,354	2,286,901	874,568	351,900	407,409	6,269,537
Rent, repairs and maintenance, and insurance	404,433	1,664,611	1,576,578	428,665	327,621	274,871	4,676,779
Property taxes	51,095	110,189	241,709	56,530	37,545	41,625	538,693
Fuel, electricity and water	119,312	201,227	234,308	134,942	89,045	69,696	848,530
Car, truck and other property expenses	35,738	108,426	84,295	42,137	25,167	12,883	308,646
Salaries, wages and bonuses	1,757,884	6,216,131	9,629,894	2,405,488	1,817,900	1,327,237	23,154,534
Staff benefits	71,867	277,423	547,599	89,033	80,687	38,873	1,105,482
Artist and other talent fees	109,005	1,728,297	1,095,385	212,967	90,006	6,302	3,241,962
Performing rights	122,513	377,133	670,295	155,408	108,623	76,755	1,510,727
Telephone and telegraph and outside services	523,996	982,176	1,336,891	300,351	188,307	188,565	3,520,286
Films, tapes, recordings — Rentals and purchases	539,764	3,761,388	5,944,041	1,006,183	864,579	688,503	12,804,458
Advertising, promotion and travel	186,066	520,669	1,342,158	274,376	182,522	222,064	2,727,855
Taxes (other than income or property) and licences	55,852	434,370	577,871	102,755	72,125	48,719	1,291,692
Office supplies and expenses	31,576	194,094	257,409	70,876	28,555	33,635	616,145
Freight, express, duty and cartage	58,592	90,782	195,943	70,263	50,736	46,549	512,865
Bad and doubtful accounts	46,062	128,010	71,217	31,208	30,034	21,019	327,550
Other operating expenses	57,318	277,167	559,573	93,199	121,642	243,675	1,352,574
Total operating expenses	5,294,319	20,575,937	28,485,263	6,834,644	4,754,305	4,088,813	70,033,281
Net operating revenue	402,020	5,819,558	6,687,601	1,188,789	1,067,517	584,667	15,750,152
Average monthly number of employees	333	1,090	1,439	391	374	230	3,857

¹ Does not include advertising agency commissions which are estimated to be \$10,775,686.

TABLE 4. Operating Revenue and Expenses of the Privately-owned RADIO Broadcasting Industry by Revenue Group, 1966

	Under \$100,000 50 stations	\$100,000 and under \$250,000 105 stations	\$250,000 and under \$500,000 82 stations	\$500,000 and under \$1,000,000 36 stations	\$1,000,000 and over 18 stations	Total 291 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	675,663	3,122,728	6,368,670	7,620,824	13,604,895	31,392,780
(b) Local advertising	2,362,171	11,886,943	14,748,354	10,309,518	7,513,721	46,820,707
Total broadcasting revenue	3,037,834	15,009,671	21,117,024	17,930,342	21,118,616	78,213,487
Non-broadcasting revenue	122,376	109,309	315,214	337,764	456,727	1,341,390
Total operating revenue	3,160,210	15,118,980	21,432,238	18,268,106	21,575,343	79,554,877
Operating expenses:						
Representatives commissions	77,088	394,864	858,273	944,187	1,984,420	4,258,832
Interest charges	86,871	218,402	332,022	195,439	116,754	949,488
Depreciation and amortization of lease-hold improvements	279,726	823,445	1,234,643	743,342	851,626	3,932,782
Rent, repairs and maintenance, and insurance	280,452	917,072	1,064,579	882,461	1,006,952	4,151,516
Property taxes	26,598	110,983	130,326	129,377	136,921	534,205
Fuel, electricity and water	61,288	226,661	289,367	207,744	124,591	909,651
Car, truck and other property expenses	47,896	150,498	167,780	94,287	74,612	535,073
Salaries, wages and bonuses	1,718,519	7,173,594	10,029,625	7,408,068	6,660,354	32,990,160
Staff benefits	44,087	222,552	373,286	317,424	266,066	1,223,415
Artist and other talent fees	29,892	169,267	347,623	761,449	849,258	2,157,489
Performing rights	63,715	307,570	493,074	472,242	532,788	1,869,389
Telephone and telegraph and outside services	327,330	1,291,101	1,661,927	1,612,946	1,316,903	6,210,207
Films, tapes, recordings — Rentals and purchases	51,008	137,138	261,873	146,763	89,218	686,000
Advertising, promotion and travel	138,654	677,992	1,263,869	1,475,255	1,765,296	5,321,066
Taxes (other than income or property) and licences	34,874	185,232	248,992	230,617	281,970	981,685
Office supplies and expenses	68,488	230,633	315,419	229,995	227,393	1,071,928
Freight, express, duty and cartage	8,147	14,793	17,709	26,967	11,191	78,807
Bad and doubtful accounts	32,325	142,706	199,064	122,268	117,468	613,831
Other operating expenses	44,173	148,100	428,670	379,061	456,093	1,456,097
Total operating expenses	3,421,131	13,542,603	19,718,121	16,379,892	16,869,874	69,931,621
Net operating revenue or (expenses)	(260,921)	1,576,377	1,714,117	1,888,214	4,705,469	9,623,256

**TABLE 5. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry
by Revenue Group, 1966**

	Under \$250,000	\$250,000 and under \$500,000	\$500,000 and under \$1,000,000	\$1,000,000 and under \$1,500,000	\$1,500,000 and over	Total
	9 stations	14 stations	18 stations	10 stations	14 stations	65 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on networks and national advertising	640,989	3,139,171	7,302,006	7,054,258	40,055,122	58,191,546
(b) Local advertising	605,823	1,703,522	3,893,586	3,309,949	8,513,631	18,026,511
Total broadcasting revenue	1,246,812	4,842,693	11,195,592	10,364,207	48,568,753	76,218,057
Non-broadcasting revenue	39,780	150,629	196,403	430,322	8,748,242	9,565,376
Total operating revenue	1,286,592	4,993,322	11,391,995	10,794,529	57,316,995	85,783,433
Operating expenses:						
Representatives commissions.....	40,522	197,987	488,710	444,573	2,577,925	3,749,717
Interest charges	40,842	156,300	154,073	106,948	1,017,086	1,475,249
Depreciation, and amortization of lease-hold im- provements	185,911	548,946	1,019,119	1,244,865	3,270,696	6,269,537
Rent, repairs and maintenance, and insurance	137,537	380,802	732,185	566,966	2,859,289	4,676,779
Property taxes	7,782	37,828	97,917	66,877	328,289	538,693
Fuel, electricity and water	48,164	111,846	162,926	150,244	375,350	848,530
Car, truck and other property expenses	22,814	30,328	84,170	58,738	112,596	308,646
Salaries, wages and bonuses	508,489	1,793,889	4,165,897	3,341,467	13,344,792	23,154,534
Staff benefits	10,358	69,575	141,345	144,042	740,162	1,105,482
Artist and other talent fees	8,898	51,226	143,284	148,536	2,890,018	3,241,962
Performing rights	22,213	82,032	178,149	214,761	1,013,572	1,510,727
Telephone and telegraph and outside services	185,898	230,227	528,859	620,814	1,954,488	3,520,286
Films, tapes, recordings — Rentals and purchases	95,528	455,866	943,627	1,195,298	10,114,139	12,804,458
Advertising, promotion and travel	36,975	166,287	471,842	362,996	1,689,755	2,727,855
Taxes (other than income or property) and licences	15,725	50,729	149,053	128,233	947,952	1,291,692
Office supplies and expenses	20,350	50,931	112,547	72,152	360,165	616,145
Freight, express, duty and cartage	16,228	50,327	86,041	81,022	279,247	512,865
Bad and doubtful accounts	11,728	37,709	77,033	54,920	146,160	327,550
Other operating expenses	30,240	115,453	204,033	127,022	875,826	1,352,574
Total operating expenses	1,446,202	4,618,288	9,940,810	9,130,474	44,897,507	70,033,281
Net operating revenue or (expenses)	(159,610)	375,034	1,451,185	1,664,055	12,419,488	15,750,152

**TABLE 6. Income and Surplus Account of the Privately-owned RADIO and TELEVISION
Broadcasting Industry, 1966**

	Dollars
Income account:	
Net operating revenue:	
Radio	9,623,256
Television	15,750,152
Total	25,373,408
Other income	1,778,975
Total net operating revenue and other income	27,152,383
Less:	
Other expenses	723,219
Net income before income tax	26,429,164
Less:	
Income tax	11,378,220
Net income for period	15,050,944
Surplus account:	
Surplus at end of previous period	32,797,037
Net income for period	15,050,944
Additions to surplus	1,847,611
Deductions from surplus	3,682,420
Dividends and withdrawals	4,600,737
Surplus at end of period	41,412,435

**TABLE 7. Assets, Liabilities and Net Worth of the RADIO and TELEVISION
Broadcasting Industry, 1966**

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		14,516,166
Accounts and notes receivable and accrued		33,072,949
Other — Including inventories, prepayments, etc.		31,583,611
Investments (stock, bonds, mortgages, etc.)		13,040,222
Total current assets		92,212,948
Fixed assets:		
Radio	87,212,072	
Television	183,404,625	
Sub-total	270,616,697	
Less:		
Depreciation reserve	116,499,421	154,117,276
Deferred charges		1,381,100
Other assets, including goodwill		14,229,595
Total assets		261,940,919
Liabilities and net worth		
Current liabilities:		
Bank loans		10,611,755
Accounts and notes payable		29,402,527
Other		18,591,049
Total current liabilities		58,605,331
Long term debt		94,522,829
Reserves		4,420,128
Preferred stock		16,274,881
Common stock		45,939,361
Capital surplus		765,954
Earned surplus		41,412,435
Total liabilities and net worth		261,940,919

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1966

	Radio	Television	Total
	dollars		
Land	4,621,670	6,470,288	11,091,958
Building	16,400,527	50,462,830	66,863,357
Technical and studio equipment	55,272,077	115,047,208	170,319,285
Motorized vehicles and equipment	1,850,926	2,202,037	4,052,963
Furniture and fixtures	5,150,410	7,675,409	12,825,819
Unamortized portion of lease-hold improvements	1,331,907	273,390	1,605,297
Other	2,584,555	1,273,463	3,858,018
Total fixed assets.....	87,212,072	183,404,625	270,616,697
Depreciation	41,579,329	74,920,092	116,499,421
Net fixed assets	45,632,743	108,484,533	154,117,276

Lacking 1967

CATALOGUE No.

56-204

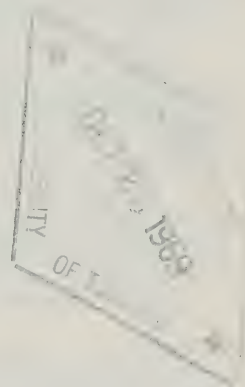
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RADIO AND TELEVISION BROADCASTING

RADIO ET TÉLÉVISION

1968



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Transportation and Public Utilities Division
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Division des transports et des services d'utilité publique
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Reports Published by the
Transportation and Public Utilities Division
dealing with

COMMUNICATIONS

Catalogue number	Title
56-201	Telegraph and Cable Statistics — Annual. Operating revenue and expenses; income account; number of telegrams and cablegrams; value of money transfers; wire and pole line mileage; and employees, salaries and wages of the telegraph and cable industry by company.
56-202	Telephone Statistics — Preliminary Report on Large Telephone Systems — Annual. Numbers of telephones by type of service; selected employment and financial statistics; and number of telephone calls reported by large telephone systems by company.
56-203	Telephone Statistics — Annual. Number of telephone calls; number of telephones by type of service and by type of organization; wire and pole line mileage; employees, salaries and wages; assets, liabilities and net worth data; and revenue and expenditure of the telephone industry by province.
56-204	Radio and Television Broadcasting — Annual. Operating revenue and expenses by area and by revenue group; employee statistics by area; income, surplus and property accounts; and a statement of assets, liabilities and net worth of the radio and television broadcasting industry.
56-205	Community Antenna Television — Annual. Wireline facilities, subscribers and contracts by area; operating revenue and expenses by area and by revenue group; employee statistics by area; income and surplus accounts; and a statement of assets, liabilities and net worth of the community antenna television industry.

In addition to the selected publications listed above, the Dominion Bureau of Statistics publishes a wide range of statistical reports on Canadian economic and social affairs. A comprehensive catalogue of all current publications is available free on request from the Dominion Bureau of Statistics, Ottawa 3.

Rapports publiés par la
Division des transports et des services d'utilité publique
traitant les

COMMUNICATIONS

Numéro de catalogue	Titre
56-201	Statistique des télégraphes et câbles — Annuel. Recettes et dépenses d'exploitation; compte de revenu; nombre de télégrammes et de câblegrammes; valeur des transferts d'argent; longueur de fil et de ligne sur poteaux; et employés, traitements et salaires par société de télégraphe et de câble.
56-202	Statistique des téléphones — Bulletin préliminaire sur les grands réseaux téléphoniques — Annuel. Nombre de postes par genre de service; certaines statistiques sur l'emploi et les finances; et nombre d'appels déclarés par les grands réseaux téléphoniques, par société.
56-203	Statistique des téléphones — Annuel. Nombre d'appels téléphoniques; nombre de postes par genre de service et selon la forme d'organisation; longueur de fil et de ligne poteaux; employés, traitements et salaires; actif, passif et situation nette; et recettes et dépenses de l'industrie des téléphones, par province.
56-204	Radio et télévision — Annuel. Recettes et dépenses d'exploitation par région et selon la catégorie de recettes; statistiques sur les employés par région; comptes de revenu, de surplus et des biens propres; état de l'actif, du passif et de la situation nette de l'industrie de la radio et de la télévision.
56-205	Services de télévision à antenne collective — Annuel. Installations de lignes, abonnés et contrats par région; recettes et dépenses d'exploitation par région et selon la catégorie de recettes; statistiques sur les employés par région; compte de revenu et de surplus; état de l'actif, du passif et de la situation nette de l'industrie des services de télévision à antenne collective.

Outre les publications ci-dessus énumérées, le Bureau fédéral de la statistique publie une grande variété de rapports statistiques sur le Canada tant dans le domaine économique que social. On peut se procurer gratuitement un catalogue complet des publications courantes au Bureau fédéral de la statistique, Ottawa 3 (Canada).

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SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.

SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique.

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- r nombres rectifiés.

RADIO AND TELEVISION BROADCASTING

RADIO ET TÉLÉVISION 1968

INTRODUCTION

This publication is the result of an annual survey conducted by the Dominion Bureau of Statistics with respect to the Canadian radio and television broadcasting industry. The data presented herein were compiled from information contained in DBS questionnaires, which were completed by the Canadian Broadcasting Corporation and the licensees of the private commercial broadcasting stations in operation during 1968. These questionnaires have served the requirements of the Canadian Radio-Television Commission as well as DBS and has thereby effected economies and minimized the burden of reporting for respondents. This publication is intended to provide information to the public, but it has also proved very useful to the broadcasting industry, advertisers, advertising agencies, and various allied trades.

Table 1 is an historical table showing separate data for the years 1965 to 1968 inclusive for the Canadian Broadcasting Corporation and the privately-owned stations.

Tables 2 to 6 inclusive present data for the privately-owned sector of the broadcasting industry only and does not include the CBC. Tables 7 and 8 embrace the activities of the entire industry, including the CBC.

New regulations have been established by the CRTC requiring the licensees of all broadcasting stations to report a uniform fiscal period ending August 31 each year. As a result, all information contained in this report is presented for the fiscal year ended August 31, 1968. It should be noted however, that this period of transition has necessitated adjustments to actual data reported by some stations. These adjustments have enabled DBS to maintain continuity in this statistical series.

REVIEW OF SURVEY RESULTS

The radio and television broadcasting industry registered an increase in revenue for the year under review compared to the previous year's operations. Between 1967 and 1968, total broadcasting revenue rose by 5.1 per cent (from \$199.7 million to \$209.9 million), and total operating revenue rose by 5.3 per cent (from \$214.2 million to \$225.5 million). Of the total operating revenue, radio broadcasting accounted for \$97.5 million or 43.2 per cent and television broadcasting \$128.0 million or 56.8 per cent.

In 1968, revenue from network and national advertising represented 62.3 per cent and local advertising 37.7 per cent of the total broadcasting

Le présent bulletin donne les résultats d'une enquête annuelle effectuée par le Bureau fédéral de la statistique sur la radiodiffusion et la télévision au Canada. Les données proviennent des questionnaires du B.F.S., qui ont été remplis par la Société Radio-Canada et par les titulaires de licence de station commerciale privée en activité en 1968. Les questionnaires ont été établis de façon à servir à la fois au Conseil de la radio-télévision canadienne, au ministère des Transports et au B.F.S. et, ainsi, ils ont permis de réaliser des économies et d'alléger la tâche des répondants. Le rapport qui a pour objet de renseigner le public, s'est aussi révélé très utile à l'industrie de la radio et de la télévision, aux annonceurs, aux agences de publicité et à diverses professions connexes.

Le Tableau 1 est chronologique et fournit des données distinctes sur la Société Radio-Canada et sur les stations privées pour les années 1965 à 1968 inclusivement.

Les Tableaux 2 à 6 ne visent que le secteur privé de l'industrie, sans Radio-Canada. Les Tableaux 7 et 8 englobent l'activité de l'ensemble de l'industrie, y compris Radio-Canada.

Le Conseil de la radio-télévision canadienne a établi de nouveaux règlements en vertu desquels tous les titulaires de licence sont tenus de déclarer un exercice financier uniforme se terminant le 31 août de chaque année. Tous les renseignements que renferme le présent rapport ont donc trait à l'exercice financier terminé le 31 août 1968. Cependant, il est à remarquer que cette période de transition a nécessité l'ajustement des données déclarées par certaines stations, afin d'assurer la continuité de la série statistique.

ANALYSE DES RÉSULTATS DE L'ENQUÊTE

Au cours de l'année observée, les recettes de l'industrie de la radio et de la télévision ont connu une augmentation par rapport à l'année précédente. De 1967 à 1968, les recettes globales de la radiodiffusion se sont accrues de 5.1 p. 100 (199.7 millions de dollars contre 209.9 millions) et les recettes globales d'exploitation, de 5.3 p. 100 (214.2 millions de dollars contre 225.5 millions). Les recettes d'exploitation de la radio ont été de 97.5 millions de dollars, soit 43.2 p. 100 du total, et celles de la télévision, de 128.0 millions de dollars ou 56.8 p. 100.

En 1968, les recettes provenant de la publicité de réseaux et de la publicité nationale ont constitué 62.3 p. 100, et celles de la publicité locale 37.7 p.

revenue of \$209.9 million. Network and national advertising, and local advertising increased by 3.1 per cent and 8.6 per cent respectively since 1967, while non-broadcasting revenue increased by 7.6 per cent.

Operating expenses of the broadcasting industry increased by \$8.8 million in 1968 from \$332.5 million to \$341.3 million. This growth was mainly attributable to an increase of \$8.3 million for salaries, wages and bonuses. However, operating revenue including parliamentary grants of \$145.7 million exceeded these expenses, resulting in an operating profit of \$29.9 million for 1968. This is an increase of \$2.4 million from the operating profit earned in 1967.

The following table presents an analysis of the operating revenue of the CBC for the year ended August 31, 1968. Radio operations of the Corporation account for only 5.8 per cent of its total broadcasting revenue compared to 52.4 per cent for the private broadcasting sector. The revenue in the table is arrived at after deducting certain payments to private stations and commissions to advertising agencies and other networks.

100, des recettes globales de la radiodiffusion, qui ont atteint 209.9 millions de dollars. La publicité de réseau et la publicité nationale ont augmenté de 3.1 p. 100 et la publicité locale, de 8.6 p. 100 par rapport à 1967, et les recettes qui ne proviennent pas de la radiodiffusion se sont accrues de 7.6 p. 100.

En 1968, les dépenses d'exploitation ont augmenté de 8.8 millions de dollars pour atteindre 341.3 millions, au regard de 332.5 millions en 1967. L'accroissement est surtout attribuable à une augmentation de 8.3 millions de dollars au titre des traitements, des salaires et des gratifications. Toutefois, les recettes d'exploitation, y compris des crédits parlementaires de 145.7 millions de dollars ont dépassé ces dépenses et il s'en est suivi un bénéfice d'exploitation de 29.9 millions pour 1968, soit 2.4 millions de plus qu'en 1967.

Le tableau qui suit analyse les recettes d'exploitation de Radio-Canada pour l'année terminée le 31 août 1968. Les recettes de la radio ne représentent que 5.8 p. 100 des recettes globales de la radiodiffusion, comparativement à 52.4 p. 100 dans le secteur privé. Les recettes qui figurent au tableau ont été calculées en déduisant certains paiements faits aux stations privées et des commissions versées aux agences de publicité et à d'autres réseaux.

Analysis of Operating Revenue of the Canadian Broadcasting Corporation for the Year Ended August 31, 1968

Analyse des recettes d'exploitation de la Société Radio-Canada pour l'année terminée le 31 août 1968

	Radio	Télévision	Total
	thousands of dollars — en milliers de dollars		
Broadcasting revenue from — Recettes de la diffusion provenant de:			
(a) Network and national advertising — Publicité sur réseau et publicité nationale	1,165	25,447	26,612
(b) Local advertising — Publicité locale	464	858	1,322
Broadcasting revenue — Total — Recettes de la diffusion	1,629	26,305	27,934
Non-broadcasting revenue — Recettes autres que la diffusion	236	1,690	1,926
Operating revenue — Total — Recettes d'exploitation	1,865	27,995	29,860

Some stations have sources of income, and expenses which are not normally associated with broadcasting operations. DBS classifies investment income and rental income in the "other income" category. "Other expenses" would include such items as life insurance and donations. In 1968, other income net of other expenses totalled \$1,847,378 compared with \$1,634,678 in 1967. Provision for income tax by the profitable companies amounted to \$14.6 million in 1968 compared with \$13.5 million in 1967. In 1968, the private broadcasters achieved a profit after income tax of \$17.1 million representing a 9.9 per cent gain over the profit earned in 1967.

Certaines stations ont des sources de revenu et des dépenses qui sont étrangères à la radiodiffusion. Le B.F.S. classe le revenu de placements et les loyers dans la catégorie "autres revenus". La catégorie "autres dépenses" comprendrait des postes tels que l'assurance-vie et les dons. En 1968, la soustraction des autres dépenses des autres revenus a donné un solde de \$1,847,378 au regard de \$1,634,678 en 1967. La provision pour l'impôt sur le revenu des sociétés rentables était de 14.6 millions de dollars, contre 13.5 millions en 1967. En 1968, les bénéfices des stations privées, après déduction de l'impôt sur le revenu, se sont établis à 17.1 millions de dollars, soit une augmentation de 9.9 p. 100 par rapport à l'année précédente.

In 1968, there were 19,232 employees engaged in the broadcasting industry, an increase of 286 employees or 1.5 per cent over 1967. Salaries and wages paid by the industry totalled \$145.4 million, an increase of \$8.3 million or 6.1 per cent over 1967. Staff benefits, which include such expenses as staff pensions and hospitalization insurance totalled \$8.8 million, a rise of 6.0 per cent since 1967.

Table 2 presents the operations of the privately-owned radio broadcasting industry for 1968 by area. All areas showed an operating profit for the year. Net operating revenue increased in Quebec and Alberta by \$501,814 and \$177,297 respectively over 1967. On a Canada-wide basis, the privately-owned radio broadcasting industry showed an operating profit of \$12.4 million in 1968.

Table 3 presents the operations of the privately-owned television broadcasting industry by area for 1968. All areas show an overall operating profit in 1968. The operating profit for Canada totalled \$17.5 million, an increase from the profit reported in 1967.

Tables 4 and 5 show the operating results of the privately-owned radio and television broadcasting industry by operating revenue group.

In Table 4, radio stations with annual revenue of less than \$100,000 lost money averaging \$10,218 per station. Radio stations with operating revenue exceeding \$1 million had an average profit of \$308,484. This can be compared to 1967 results which showed a loss of \$5,233 per station for the smallest group and a profit of \$304,107 per station for those with operating revenue exceeding \$1 million. For television, Table 5 shows an average loss of \$2,757 per station for stations with operating revenue under \$250,000 compared with an average loss of \$15,365 in 1967. The average profit for stations having operating revenue of \$1.5 million and over was \$942,348 compared with \$771,542 in 1967.

Table 6 carries forward the operating profit from Table 1. It then shows the addition of other income from sources not related to broadcasting operations and the deduction of non-operating expenses. This table also shows the net income, before income tax, which amounted to \$31,748,580. After a provision of \$14.6 million for income tax, the privately-owned sector of the broadcasting industry reported a net income of \$17.1 million for 1968. This represents an increase of \$1.5 million over the net income of \$15.6 million shown for 1967 and is a return of 11.5 per cent of total assets (\$172.9 million) for the private sector of the industry and a return of 22.7 per cent on shareholders' equity and reserves.

Table 7 is a statement showing the assets, liabilities and net worth position of the broadcasting industry in 1968. The figures were com-

En 1968, l'industrie de la radiodiffusion employait 19,232 personnes, soit 286 ou 1.5 p. 100 de plus que l'année précédente. Les traitements et les salaires se sont établis à 145.4 millions de dollars, somme qui représente une hausse de 8.3 millions ou 6.1 p. 100 par rapport à 1967. Les avantages sociaux, tels que les caisses de pensions et l'assurance-hospitalisation, ont atteint 8.8 millions, soit une augmentation de 6.0 p. 100 par rapport à l'année précédente.

Le Tableau 2 présente les opérations de la radiodiffusion privée pour chaque région en 1968. Les stations ont réalisé des bénéfices d'exploitation dans toutes les régions. Les recettes nettes d'exploitation au Québec et en Alberta se sont accrues de \$501,814 et de \$177,297 respectivement par rapport à 1967. A l'échelle nationale, le secteur privé de la radiodiffusion a réalisé, en 1968, un bénéfice d'exploitation de 12.4 millions de dollars.

Le Tableau 3 présente les opérations de la télévision privée pour chaque région en 1968. Les opérations se sont soldées, dans l'ensemble, par un bénéfice d'exploitation; le bénéfice d'exploitation pour le Canada, a été de 17.5 millions de dollars, soit plus que l'année précédente.

Les Tableaux 4 et 5 donnent les résultats d'exploitation de la radio et de la télévision privées, par groupe de recettes d'exploitation.

Le Tableau 4 indique que les stations de radio dont les recettes annuelles sont de moins de \$100,000 ont subi un déficit moyen de \$10,218, tandis que celles dont les recettes d'exploitation dépassent un million de dollars ont réalisé un bénéfice moyen de \$308,484. En 1967, le déficit moyen du premier groupe était de \$5,233, le bénéfice moyen du deuxième, de \$304,107. Pour la télévision, le Tableau 5 indique un déficit moyen de \$2,757 pour les stations dont les recettes d'exploitation n'atteignaient pas \$250,000, comparativement à un déficit moyen de \$15,365 en 1967. Le bénéfice moyen des stations dont les recettes d'exploitation dépassaient 1.5 millions de dollars a été de \$942,348 contre \$771,542 en 1967.

Au Tableau 6, le bénéfice d'exploitation est reporté du Tableau 1. On y ajoute le revenu provenant de sources étrangères à la radiodiffusion, puis on déduit les dépenses autres que celles d'exploitation. Le tableau donne aussi le revenu net avant déduction de l'impôt sur le revenu, soit \$31,748,580. En 1968, la radiodiffusion privée a déclaré un revenu net de 17.1 millions de dollars après déduction de 14.6 millions de dollars pour l'impôt. Cette somme représente une augmentation de 1.5 million sur le revenu net de 1967 (15.6 millions) et constitue un rendement équivalent à 11.5 p. 100 de l'actif total du secteur privé (172.9 millions de dollars) et à 22.7 p. 100 de la mise de fonds des actionnaires et des réserves.

Au Tableau 7 figurent l'actif, le passif et l'avoir net de l'industrie de la radiodiffusion en 1968. Les chiffres sont fondés sur les bilans des stations pri-

piled from the balance sheets of the private stations and the CBC. The equity of the Government of Canada in the CBC, amounting to \$32.2 million, is included in the amount shown as common stock in the statement.

The following table provides a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private stations at August 31, 1968.

Table 8 provides an analysis of the amount reported for fixed assets of the industry as shown in Table 7.

vées et de Radio-Canada. La mise de fonds du gouvernement du Canada, établie à 32.2 millions de dollars est comprise dans la somme des actions ordinaires.

Le tableau qui suit compare sommairement le bilan (Tableau 7) de Radio-Canada à celui des stations privées au 31 août 1968.

Le Tableau 8 décompose l'actif fixe paraissant au Tableau 7.

	CBC — Radio-Canada	Private stations — Stations privées	Total
	thousands of dollars — en milliers de dollars		
Current assets — Capital de roulement	32,259	76,223	108,482
Fixed assets less reserve for depreciation — Immobilisations moins amortissement	96,836	81,230	178,066
Other assets — Autre actif.....	—	15,459	15,459
Assets — Total — Actif	129,095	172,912	302,007
Current liabilities — Obligations en cours	18,789	43,847	62,636
Long term debt — Dette à longue échéance.....	78,125	41,316	119,441
Sundry reserves — Diverses réserves	—	3,517	3,517
Preferred stock — Actions privilégiées	—	18,216	18,216
Common stock — Actions ordinaires	32,181	11,353	43,534
Capital surplus — Excédent de capital	—	1,707	1,707
Earned surplus — Réserve	—	52,956	52,956
Liabilities and net worth — Total — Passif et valeur nette.....	129,095	172,912	302,007

CONCEPTS

Operating Revenue and Expenses

All broadcasting stations report advertising revenue received from network, national and local advertising, net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the radio and television networks. The individual stations show as revenue only the amount that was received from the network to which it is affiliated.

The revenue and expenses of the CTV Television Network Limited is included in Ontario in Table 3; in Table 5 the operations of this network is included in the revenue group which is appli-

NOTIONS

Recettes et dépenses d'exploitation

Toutes les stations de radiodiffusion déclarent des recettes de publicité provenant des réseaux et de la réclame à l'échelle nationale et locale, après déduction des commissions versées aux agences de publicité. En ce qui concerne les recettes provenant du réseau, les annonceurs ou les agences de publicité s'entendent habituellement directement avec les réseaux de radio et de télévision. Les stations privées n'indiquent comme recettes que le montant reçu du réseau auquel elles sont affiliées.

Les recettes et dépenses du *CTV Television Network Ltd.* sont englobées dans Ontario au Tableau 3; au Tableau 5, ce réseau est compris dans le groupe approprié des recettes. Vu que ce réseau n'est

cable. In both these tables, the CTV network not being a station is not included in the station count. Although it is not possible to measure the average performance of stations in the particular groups in which the CTV network is included, this weakness is outweighed by the advantages gained in obtaining true privately-owned television broadcasting industry totals.

This survey covers the operations of all private commercial broadcasting stations. Stations operating on a non-commercial basis such as those operated by religious and educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by province and by revenue group has been based on the individual returns filed, i.e., if the station filed separate returns for AM and FM operations each return was considered a separate entity for purposes of classifying the results by province and by revenue group. The count of stations is based on the number of private commercial broadcasting stations in operation during the period under review.

pas une station, il n'est pas compris dans le nombre de stations. Même s'il est impossible d'évaluer le rendement moyen des stations classées dans les groupes particuliers comprenant le réseau *CTV*, cette lacune est compensée par les avantages qu'on gagne à obtenir des totaux exacts pour la télévision privée.

L'enquête couvre les activités de toutes les stations commerciales privées. Celles qui fonctionnent sur un plan non commercial, par exemples les stations exploitées par des établissements religieux et d'enseignement, ne sont pas comprises. Les tableaux où paraissent les résultats d'exploitation des stations de radio réunissent les émissions AM et FM. La répartition des stations par province et par groupe de recettes est fondée sur les déclarations individuelles, c'est-à-dire que si la station a envoyé des déclarations distinctes pour les émissions AM et FM, chaque rapport a été traité séparément dans le classement des résultats par province et par groupe de recettes. Le nombre de stations est basé sur le nombre de stations de radiodiffusion commerciales privées en activité pendant la période observée.

**TABLE 1. Operating Revenue and Expenses and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry, 1965 - 1968**

No.		1965		1966	
		Private stations — Stations privées	CBC — Société Radio-Canada	Private stations — Stations privées	CBC — Société Radio-Canada
		dollars			
	Operating revenue:				
	Broadcasting revenue from:				
1	(a) Network and national advertising	78,413,420	23,581,000	89,584,326	24,827,000
2	(b) Local advertising	58,757,439	1,447,000	64,847,218	1,180,000
3	Total broadcasting revenue	137,170,859	25,028,000	154,431,544	26,007,000
4	Non-broadcasting revenue	8,623,933	794,000	10,906,766	1,035,000
5	Total operating revenue	145,794,792	25,822,000	165,338,310	27,042,000
6	Grants received	—	99,089,000 ¹	—	118,044,000 ¹
7	Total operating revenue including grants	145,794,792	124,911,000	165,338,310	145,086,000
	Operating expenses: ²				
8	Representatives commissions	7,379,878	24,000	8,008,549	177,000
9	Interest charges	2,647,457	1,009,000	2,424,737	2,203,000
10	Depreciation and amortization of lease-hold improvements	9,251,532	4,739,000	10,202,319	7,013,000
11	Rent, repairs and maintenance, and insurance	7,272,720	5,589,000	8,828,295	5,565,000
12	Property taxes	949,699	487,000	1,072,898	508,000
13	Fuel, electricity and water	1,675,472	940,000	1,758,181	1,098,000
14	Car, truck and other property expenses	694,996	240,000	843,719	360,000
15	Salaries, wages and bonuses	49,799,400	52,422,000	56,144,694	60,223,000
16	Staff benefits	1,798,836	3,947,000	2,328,897	4,425,000
17	Artist and other talent fees	5,253,509	15,854,000	5,399,451	17,002,000
18	Performing rights	2,951,057	4,166,000	3,380,116	4,500,000
19	Telephone, telegraph and teletypewriter services	2,055,682	1,668,000	2,261,040	2,014,000
20	Wire line or microwave services	895,165	9,934,000	1,114,902	10,230,000
21	Other payments for outside services	5,409,766	1,334,000	6,354,551	5,446,000
22	Films, tapes, recordings — Rentals and purchases	11,405,955	14,283,000	13,490,458	12,333,000
23	Advertising, promotion and travel	7,749,728	2,856,000	8,048,921	6,433,000
24	Taxes (other than income or property) and licences	1,892,280	25,000	2,273,377	—
25	Office supplies and expenses	1,496,909	1,212,000	1,688,073	1,558,000
26	Freight, express, duty and cartage	508,766	701,000	591,672	950,000
27	Bad and doubtful accounts	921,754	2,000	941,381	16,000
28	Other operating expenses	2,268,446	3,479,000	2,808,671	3,032,000
29	Total operating expenses	124,279,007	124,911,000	139,964,902	145,086,000
30	Net operating revenue including grants	21,515,785	—	25,373,408	—
31	Other income net of other expenses	613,030	—	1,055,756	—
32	Provision for income tax	8,186,415	—	11,378,220	—
33	Net income for period	13,942,400	—	15,050,944	—
34	<i>Average monthly number of employees</i>	<i>8,945</i>	<i>7,947</i>	<i>9,450</i>	<i>8,475</i>

¹ The CBC charges its operations with depreciation, but deducts the charge on its published statements. The charge so made has been added to the government grant.

² Does not include advertising agency commissions which are estimated to be \$23,164,429 in 1967 and \$18,227,325 in 1968.

TABLEAU 1. Recettes et frais d'exploitation et statistique de l'emploi de l'industrie de la RADIO et de la TÉLÉVISION, 1965 - 1968

1967		1968			N°
Private stations — Stations privées	CBC — Société Radio-Canada	Private stations — Stations privées	CBC — Société Radio-Canada		
dollars					
				Recettes d'exploitation:	
				Recettes de la diffusion provenant de:	
99,949,239	26,810,000	104,106,019	26,612,000	(a) Publicité sur réseau et publicité nationale	1
71,644,550	1,307,000	77,849,030	1,322,000	(b) Publicité locale	2
171,593,789	28,117,000	181,955,049	27,934,000	Total, recettes de la diffusion	3
12,345,158	2,183,000	13,716,582	1,926,000	Recettes autres que la diffusion	4
183,938,947	30,300,000	195,671,631	29,860,000	Total, recettes d'exploitation	5
—	145,685,000 ¹	—	145,630,000 ¹	Subventions reçues	6
183,938,947	175,985,000	195,671,631	175,490,000	Total, recettes d'exploitation y compris subventions	7
				Frais d'exploitation ² :	
8,562,245	—	8,759,529	—	Commissions des représentants	8
2,810,036	3,760,000	2,801,042	4,202,000	Intérêts	9
11,195,865	9,072,000	11,333,648	8,422,000	Dépréciation et amortissement des améliorations apportées à la propriété louée.	10
9,782,961	7,842,000	9,922,883	7,504,000	Loyer, réparations et entretien et assurances	11
1,225,566	694,000	1,425,867	775,000	Impôt-foncier	12
1,907,241	1,097,000	2,036,585	1,171,000	Combustible, électricité et eau	13
917,009	657,000	1,108,090	432,000	Dépenses de voiture, camion et autre propriété	14
62,639,016	74,462,000	67,002,151	78,406,000	Salaires, traitements et bonis	15
2,657,430	5,654,000	3,117,361	5,714,000	Prestations au personnel	16
6,115,303	17,560,000	6,102,166	17,003,000	Cachets des artistes	17
3,912,535	5,112,000	3,998,339	5,778,000	Droits d'exécution	18
2,641,257	2,190,000	2,882,852	2,139,000	Services par téléphone, par télégraphe et par télécopieur	19
1,476,540	11,810,000	1,364,843	11,803,000	Services par câble ou par micro-ondes	20
7,084,417	6,346,000	8,229,356	6,020,000	Autres paiements pour services extérieures	21
16,388,235	15,494,000	17,030,265	15,229,000	Films, enregistrements sur bande et sur disque — locations et acquisitions.	22
8,773,468	6,511,000	9,012,459	6,072,000	Publicité, réclame et voyages	23
2,455,868	—	2,718,328	—	Taxes (autres que l'impôt sur le revenu et l'impôt-foncier) et permis	24
1,896,971	1,700,000	1,997,234	1,701,000	Fournitures et frais de bureau	25
712,518	1,291,000	716,268	1,186,000	Fret, express, droits et transport	26
888,932	18,000	956,793	15,000	Comptes irrécouvrables et douteux	27
2,422,245	4,715,000	3,254,370	1,918,000	Autres frais d'exploitation	28
156,465,658	175,985,000	165,770,429	175,490,000	Total, frais d'exploitation	29
27,473,289	—	29,901,202	—	Revenu net d'exploitation y compris subventions	30
1,634,678	—	1,847,378	—	Autres revenus et dépenses nets	31
13,538,629	—	14,641,521	—	Provision pour l'impôt sur le revenu	32
15,569,338	—	17,107,059	—	Revenus net de la période	33
9,911	9,035	10,067	9,165	Nombre moyen d'employés par mois	34

¹ Radio-Canada déclare ses frais de dépréciation avec ses frais d'exploitation mais les déduit de ses rapports publiés. Ces frais ont été ajoutés à la subvention du gouvernement.

² Ne comprend pas les commissions des agences de publicité, estimées à \$23,164,429 en 1967 et \$18,227,325 en 1968.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry, by Area, 1968

No.		Newfound- land and Prince Edward Island — Terre-Neuve et Île-du- Prince- Edouard 10 stations	Nova Scotia — Nouvelle- Écosse 18 stations	New Brunswick — Nouveau- Brunswick 10 stations	Québec 66 stations	Ontario 111 stations
		dollars				
	Operating revenue:					
	Broadcasting revenue from:					
1	(a) Network and national advertising	460,397	933,383	628,987	9,773,579	16,049,613
2	(b) Local advertising	1,569,561	2,036,672	1,551,314	12,852,627	18,213,526
3	Total broadcasting revenue	2,029,958	2,970,055	2,180,301	22,626,206	34,263,139
4	Non-broadcasting revenue	4,545	4,330	18,414	796,675	1,071,760
5	Total operating revenue	2,034,503	2,974,385	2,198,715	23,422,881	35,334,899
	Operating expenses: ¹					
6	Representatives commissions	48,623	78,396	104,061	1,394,234	2,201,452
7	Interest charges	16,362	80,343	28,797	197,908	413,572
8	Depreciation and amortization of lease-hold improvements	92,335	123,559	102,730	979,718	1,492,377
9	Rent, repairs and maintenance, and insurance	145,982	180,153	80,229	1,304,680	1,477,222
10	Property taxes	6,580	30,124	29,787	124,313	338,492
11	Fuel, electricity and water	42,363	53,023	48,478	223,622	276,627
12	Car, truck and other property expenses	14,160	21,150	17,587	201,714	201,218
13	Salaries, wages and bonuses	864,216	1,439,202	995,330	9,132,804	13,908,618
14	Staff benefits	41,069	62,059	34,734	370,703	577,471
15	Artist and other talent fees	9,319	19,611	6,736	888,797	1,067,222
16	Performing rights	47,160	77,987	49,901	562,574	803,567
17	Telephone, telegraph and teletypewriter services	60,792	83,805	53,453	481,635	667,033
18	Wire line or microwave services	27,891	26,467	12,478	178,204	177,130
19	Other payments for outside services	170,260	149,973	115,607	1,641,843	2,197,851
20	Films, tapes, recordings — Rentals and purchases	25,711	40,306	22,704	190,558	265,346
21	Advertising, promotion and travel	76,743	135,158	50,446	1,313,239	2,403,739
22	Taxes (other than income or property) and licences	32,026	37,397	26,500	274,620	422,593
23	Office supplies and expenses	23,650	47,950	22,534	346,297	424,144
24	Freight, express, duty and cartage	1,576	4,654	1,120	18,201	21,935
25	Bad and doubtful accounts	9,433	19,872	27,269	211,707	212,635
26	Other operating expenses	4,873	39,524	37,713	449,175	726,581
27	Total operating expenses	1,761,124	2,750,713	1,868,197	20,486,546	30,276,825
28	Net operating revenue	273,379	223,672	330,518	2,936,335	5,058,074
29	Average monthly number of employees	182	263	186	1,422	2,146

¹ Does not include advertising agency commissions which are established to be \$6,574,748.

**TABLEAU 2. Recettes et frais d'exploitation et statistique de l'emploi de la RADIO privée,
par région, 1968**

Manitoba	Saskat- chewan	Alberta	British Columbia — Colombie- Britannique	Total		N°
16 stations	20 stations	24 stations	44 stations	319 stations		
dollars						
					Recettes d'exploitation:	
					Recettes de la radio provenant de:	
1,625,670	1,671,029	2,683,588	3,112,236	36,938,482	(a) Publicité sur réseau et publicité nationale	1
2,678,676	3,359,781	5,786,352	8,402,016	56,450,525	(b) Publicité locale	2
4,304,346	5,030,810	8,469,940	11,514,252	93,389,007	Total, recettes de la radio	3
27,833	58,603	188,716	119,053	2,289,929	Recettes autres que la radio	4
4,332,179	5,089,413	8,658,656	11,633,305	95,678,936	Total, recettes d'exploitation	5
					Frais d'exploitation ¹ :	
190,093	177,355	271,715	416,257	4,882,186	Commissions des représentants	6
114,419	52,302	63,498	190,561	1,157,762	Intérêts	7
216,256	206,980	235,164	544,582	3,993,701	Dépréciation et amortissement des améliorations apportées à la propriété louée.	8
175,796	371,816	363,326	582,945	4,682,149	Loyer, réparations et entretien, et assurances	9
26,800	21,182	37,220	70,130	684,628	Impôt-foncier	10
69,413	88,355	121,339	184,827	1,108,047	Combustible, électricité et eau	11
35,554	42,758	57,166	130,181	721,488	Dépenses de voiture, camion et autre propriété	12
1,878,084	2,410,811	3,729,189	5,249,908	39,608,162	Salaires, traitements et bonis	14
73,627	66,565	209,123	224,369	1,659,720	Prestations du personnel	14
50,866	50,292	160,529	172,978	2,426,350	Cachets des artistes	15
69,087	124,723	194,404	222,096	2,151,502	Droits d'exécution	16
80,565	145,875	167,907	261,297	2,002,362	Services par téléphone, par télégraphe et par téléscrip- tueur	17
10,712	58,162	47,305	75,087	613,436	Services par câble ou par micro-ondes	18
238,033	230,910	468,072	628,409	5,840,958	Autres paiements pour services extérieurs	19
30,784	48,855	106,880	76,587	807,731	Films, enregistrements sur bande et sur disque — loca- tions et ac- quisitions.	20
373,878	244,400	557,245	668,673	5,823,521	Publicité, réclame, et voyages	21
75,822	59,889	113,267	191,420	1,233,534	Taxes (autres que l'impôt sur le revenu et l'impôt-foncier) et permis	22
62,286	86,222	132,357	182,522	1,327,962	Fournitures et frais de bureau	23
350	3,669	5,465	4,853	61,823	Fret, express, droits et transport	24
48,115	27,715	60,254	84,800	701,800	Comptes irrécouvrables et douteux	25
68,034	62,269	173,291	211,169	1,772,629	Autres frais d'exploitation	26
3,888,574	4,581,105	7,274,716	10,373,651	83,261,451	Total, frais d'exploitation	27
443,605	508,308	1,383,940	1,259,654	12,417,485	Recettes nettes d'exploitation	28
269	393	563	710	6,134	Nombre moyen d'employés par mois	29

¹ Ne comprend pas les commissions aux agences de publicité, estimée à \$6,574,748.

TABLE 3. Operating Revenue and Expenses and Employee Statistics of the Privately-owned TELEVISION Broadcasting Industry, by Area, 1968

TABLEAU 3. Recettes et frais d'exploitation et statistique de l'emploi de la TÉLÉVISION privée, par région, 1968

	Atlantic Provinces — Provinces Atlantiques 10 stations	Québec 13 stations	Ontario 17 stations	Manitoba and — et Saskat- chewan 14 stations	Alberta 7 stations	British Columbia — Colombie- Britannique 7 stations	Total 68 stations
	dollars						
Operating revenue — Recettes d'exploitation:							
Broadcasting revenue from — Recettes de la télévi- sion provenant de:							
(a) Network and national advertising — Publicité sur réseaux et publicité nationale	3,940,383	19,885,019	29,381,943	5,473,548	5,031,895	3,454,749	67,167,537
(b) Local advertising — Publicité locale	2,009,184	5,030,814	7,597,025	2,753,434	2,518,264	1,489,784	21,398,505
Broadcasting revenue — Total — Recettes de la télévision	5,949,567	24,915,833	36,978,968	8,226,982	7,550,159	4,944,533	88,566,042
Non-broadcasting revenue — Recettes autres que de la télévision	221,739	6,160,071	3,998,402	218,158	284,134	544,149	11,426,653
Operating revenue — Total — Recettes d'ex- ploitation	6,171,306	31,075,904	40,977,370	8,445,140	7,834,293	5,488,682	99,992,695
Operating expenses ¹ — Frais d'exploitation ¹ :							
Representatives commissions — Commissions des re- présentants	225,152	1,620,206	1,260,674	322,036	245,235	204,040	3,877,343
Interest charges — Intérêts	176,468	647,229	461,167	123,853	86,644	147,919	1,643,280
Depreciation and amortization of lease-hold improve- ments — Dépréciation et amortissement des amé- liorations apportées à la propriété louée	589,093	1,959,182	3,039,487	833,678	510,740	407,767	7,339,947
Rent, repairs and maintenance, and insurance — Loyer, réparations et entretien et assurances	361,709	1,864,638	1,818,256	506,374	357,184	332,573	5,240,734
Property taxes — Impôt-foncier	68,923	184,679	303,912	81,091	53,181	49,453	741,239
Fuel, electricity and water — Combustible, électricité et eau	123,643	226,851	250,899	139,544	113,265	74,336	928,538
Car, truck and other property expenses — Dépenses de voiture, camion et autre propriété	40,001	111,536	138,702	59,147	27,793	9,423	386,602
Salaries, wages and bonuses — Salaires, traitements et bonis	2,081,747	7,576,770	11,157,227	2,558,491	2,409,990	1,609,764	27,393,989
Staff benefits — Prestations du personnel	94,403	399,514	679,177	96,789	132,269	55,489	1,457,641
Artist and other talent fees — Cachets des artistes	112,993	2,070,577	1,124,650	217,216	140,154	10,226	3,675,816
Performing rights — Droits d'exécution	131,196	602,203	667,015	172,069	169,661	104,693	1,846,837
Telephone, telegraph and teletypewriter services — Services par téléphone, par télégraphe et par télé- scripteur	73,854	217,851	381,958	82,147	60,405	64,275	880,490
Wire line or microwave services — Services par câble ou par micro-ondes	98,349	152,693	283,130	71,204	4,729	141,302	751,407
Other payments for outside services — Autres paie- ments pour services extérieurs	362,217	759,581	736,038	231,848	189,126	109,588	2,388,398
Films, tapes, recordings — Rentals and purchases — Films enregistrements sur bande et sur disque- locations et acquisitions	635,859	4,649,690	7,783,535	1,147,268	1,216,569	789,613	16,222,534
Advertising, promotion and travel — Publicité, réclame et voyages	211,808	509,782	1,699,999	311,952	226,833	228,564	3,188,938
Taxes (other than income or property) and licences — Taxes (autres que l'impôt sur le revenu et l'impôt- foncier) et permis	81,874	388,117	700,936	118,413	128,318	67,136	1,484,794
Office supplies and expenses — Fournitures et frais de bureau	36,678	192,362	275,846	81,647	47,477	35,262	669,272
Freight, express, duty and cartage — Fret, express, droits et transport	54,755	105,026	325,947	75,058	53,980	39,679	654,445
Bad and doubtful accounts — Comptes irrécouvrables et douteux	30,156	118,718	56,294	20,590	14,486	14,749	254,993
Other operating expenses — Autres frais d'exploita- tion	84,960	418,578	489,800	118,109	151,649	218,645	1,481,741
Operating expenses — Total — Frais d'exploita- tion	5,675,838	24,775,783	33,634,649	7,368,524	6,339,688	4,714,496	82,508,978
Net operating revenue — Recettes nettes d'exploitation	495,468	6,300,121	7,342,721	1,076,616	1,494,605	774,186	17,483,717
Average monthly number of employees — Nombre moyen d'employés par mois	330	1,134	1,441	425	375	228	3,933

¹ Does not include advertising agency commissions which are estimated to be \$11,652,577. — Ne comprend pas les commissions aux agences de publicité, estimée à \$11,652,577.

**TABLE 4. Operating Revenue and Expenses of the Privately-owned RADIO Broadcasting Industry,
by Revenue Group, 1968**

TABLEAU 4. Recettes et frais d'exploitation de la RADIO privée, selon la catégorie de recettes, 1968

	Under \$100,000 — Moins de \$100,000 47 stations	\$100,000- 249,999 113 stations	\$250,000- 499,999 90 stations	\$500,000- 999,999 44 stations	\$1,000,000 and over — et plus 25 stations	Total 319 stations
	dollars					
Operating revenue — Recettes d'exploitation:						
Broadcasting revenue from — Recettes de la radio provenant de:						
(a) Network and national advertising — Publicité sur réseaux et publicité nationale	615,676	2,956,538	6,349,220	8,012,760	19,004,288	36,938,482
(b) Local advertising — Publicité locale	2,242,681	12,455,821	15,998,709	13,485,548	12,267,766	56,450,525
Broadcasting revenue — Total — Recettes de la radio	2,858,357	15,412,359	22,347,929	21,498,308	31,272,054	93,389,007
Non-broadcasting revenue — Recettes autres que de la radio	59,716	192,804	230,213	1,104,918	702,278	2,289,929
Operating revenue — Total — Recettes d'ex- ploitation	2,918,073	15,605,163	22,578,142	22,603,226	31,974,332	95,678,936
Operating expenses — Frais d'exploitation:						
Representatives commissions — Commissions des re- présentants	51,520	413,004	926,765	1,005,948	2,484,949	4,882,186
Interest charges — Intérêts	84,406	293,952	381,067	291,708	106,629	1,157,762
Depreciation and amortization of lease-hold improve- ments — Dépréciation et amortissement des amé- liorations apportées à la propriété louée	293,269	824,036	1,022,231	907,518	946,647	3,993,701
Rent, repairs and maintenance, and insurance — Loyer, réparations et entretien et assurances	244,665	1,065,045	1,191,481	1,097,824	1,083,134	4,682,149
Property taxes — Impôt-foncier	31,204	126,977	185,670	138,165	202,612	684,628
Fuel, electricity and water — Combustible, électricité et eau	58,241	244,444	325,791	273,097	206,474	1,108,047
Car, truck and other property expenses — Dépenses de voiture, camion et autre propriété	52,989	155,086	204,852	175,712	132,849	721,488
Salaries, wages and bonuses — Salaires, traitements et bonis	1,644,747	7,841,894	10,871,068	8,889,436	10,361,017	39,608,162
Staff benefits — Prestations du personnel	53,288	281,361	422,514	359,596	542,961	1,659,720
Artist and other talent fees — Cachets des artistes	50,068	233,326	357,188	809,029	976,739	2,426,350
Performing rights — Droits d'exécution	48,556	320,404	514,332	553,281	714,929	2,151,502
Telephone, telegraph and teletypewriter services — Services par téléphone, par télégraphe et par télé- scripteur	107,323	413,891	531,015	481,883	468,250	2,002,362
Wire line or microwave services — Services par câble ou par micro-ondes	31,539	151,502	148,254	121,423	160,718	613,436
Other payments for outside services — Autres paie- ments pour services extérieurs	241,719	980,364	1,270,551	1,608,626	1,739,698	5,840,958
Films, tapes, recordings — Rentals and purchases — Films, enregistrements sur bande et sur disque- locations et acquisitions	38,268	186,452	200,773	214,354	167,884	807,731
Advertising, promotion and travel — Publicité, réclame et voyages	152,087	741,992	1,092,183	1,464,163	2,373,096	5,823,521
Taxes (other than income or property) and licences — Taxes (autres que l'impôt sur le revenu et l'impôt- foncier) et permis	31,838	156,334	274,394	279,683	491,285	1,233,534
Office supplies and expenses — Fournitures et frais de bureau	63,366	268,136	333,652	318,785	344,023	1,327,962
Freight, express, duty and cartage — Frêt, express, droits et transport	6,331	18,442	13,800	9,754	13,496	61,823
Bad and doubtful accounts — Comptes irrécouvrables et douteux	24,936	158,955	158,570	179,348	179,991	701,800
Other operating expenses — Autres frais d'exploita- tion	87,969	205,377	446,660	467,777	564,846	1,772,629
Operating expenses — Total — Frais d'explo- itation	3,398,329	15,080,974	20,872,811	19,647,110	24,262,227	83,261,451
Net operating revenue or (expenses) — Recettes nettes d'exploitation ou (dépense)	(480,256)	524,189	1,705,331	2,956,116	7,712,105	12,417,485

TABLE 5. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry, by Revenue Group, 1968

TABLEAU 5. Recettes et frais d'exploitation de la TÉLÉVISION privée, selon la catégorie de recettes, 1968

	Under \$250,000 — Moins de \$250,000 15 stations	\$250,000- 499,999 15 stations	\$500,000- 999,999 13 stations	\$1,000,000- 1,499,999 9 stations	\$1,500,000 and over — et plus 16 stations	Total — 68 stations
	dollars					
Operating revenue — Recettes d'exploitation:						
Broadcasting revenue from — Recettes de la télé- vision provenant de:						
(a) Network and national advertising — Publicité sur réseaux et publicité nationale	1,298,745	3,480,863	5,866,290	5,691,074	50,830,565	67,167,537
(b) Local advertising — Publicité locale	1,038,159	2,125,938	3,036,376	2,993,944	12,204,088	21,398,505
Broadcasting revenue — Total — Recettes de la télévision	2,336,904	5,606,801	8,902,666	8,685,018	63,034,653	88,566,042
Non-broadcasting revenue — Recettes autres que de la télévision	47,731	167,704	146,090	321,640	10,743,488	11,426,653
Operating revenue — Total — Recettes d'ex- ploitation	2,384,635	5,774,505	9,048,756	9,006,658	73,778,141	99,992,695
Operating expenses — Frais d'exploitation:						
Representatives commissions — Commissions des re- présentants	69,546	222,925	386,241	320,944	2,877,687	3,877,343
Interest charges — Intérêts	50,666	158,898	102,363	128,628	1,202,725	1,643,280
Depreciation and amortization of lease-hold improve- ments — Dépréciation et amortissement des amé- liorations apportées à la propriété louée	305,946	599,803	671,329	834,334	4,928,535	7,339,947
Rent, repairs and maintenance, and insurance — Loyer, réparations et entretien, et assurances	153,846	471,109	564,760	641,186	3,409,833	5,240,734
Property taxes — Impôt-foncier	16,582	56,101	97,728	78,045	492,783	741,239
Fuel, electricity and water — Combustible, électricité et eau	71,020	122,583	131,045	128,767	475,123	928,538
Car, truck and other property expenses — Dépenses de voiture, camion et autre propriété	23,824	43,530	67,715	74,978	176,555	386,602
Salaries, wages and bonuses — Salaires, traitements et bonis	980,669	2,233,377	3,078,643	3,244,169	17,857,131	27,393,989
Staff benefits — Prestations du personnel	33,224	97,677	139,307	147,219	1,040,214	1,457,641
Artist and other talent fees — Cachets des artistes	10,046	46,689	104,468	99,910	3,414,703	3,675,816
Performing rights — Droits d'exécution	42,499	111,029	147,292	181,713	1,364,304	1,846,837
Telephone, telegraph and teletypewriter services — Services par téléphone, par télégraphe et par télé- scripteur	37,270	92,152	110,331	94,558	546,179	880,490
Wire line or microwave services — Services par câble ou par micro-ondes	80,437	74,794	22,184	33,138	540,854	751,407
Other payments for outside services — Autres paie- ments pour services extérieurs	96,205	202,883	237,057	475,936	1,376,317	2,388,398
Films, tapes, recordings — Rentals and purchases — Films, enregistrements sur bande et sur disque- locations et acquisitions	185,556	508,795	962,953	1,047,593	13,517,637	16,222,534
Advertising, promotion and travel — Publicité, réclame et voyages	71,784	175,920	261,117	308,742	2,371,375	3,188,938
Taxes (other than income or property) and licences — Taxes (autre que l'impôt sur le revenu et l'impôt- foncier) et permis	34,056	71,483	152,541	121,390	1,105,324	1,484,794
Office supplies and expenses — Fournitures et frais de bureau	21,136	68,301	66,475	77,854	435,506	669,272
Freight, express, duty and cartage — Fret express, droits et transport	17,872	71,938	52,717	74,332	437,586	654,445
Bad and doubtful accounts — Comptes irrécouvrables et douteux	11,264	21,181	22,097	27,997	172,454	254,993
Other operating expenses — Autres frais d'exploita- tion	112,538	113,009	165,377	133,075	957,742	1,481,741
Operating revenue — Total — Recettes d'ex- ploitation	2,425,986	5,564,177	7,543,740	8,274,508	58,700,567	82,508,978
Net operating revenue or (expenses) — Recettes nettes d'exploitation ou (dépense)	(41,351)	210,328	1,505,016	732,150	15,077,574	17,483,717

TABLE 6. Income Account and Surplus Account of the Privately-owned RADIO and TELEVISION Broadcasting Industry, 1968

TABLEAU 6. Compte de revenu et de surplus de la RADIO et de la TÉLÉVISION privée, 1968

	Dollars
Income account — Compte de revenu:	
Net operating revenue — Revenu net d'exploitation:	
Radio	12,417,485
Télévision	17,483,717
Total	29,901,202
Other income — Autre revenu	2,295,163
Net operating revenue and other income — Total — Revenu net d'exploitation et autre revenu	32,196,365
Less — Moins:	
Other expenses — Autres frais	447,785
Net income before income tax — Revenu net avant l'impôt	31,748,580
Less — Moins:	
Provision for income tax — Provision pour l'impôt sur le revenu	14,641,521
Net income for period — Revenu net de la période	17,107,059
Surplus account — Compte de surplus:	
Surplus at end of previous period — Surplus à la fin de la période précédente	45,508,631
Net income for period — Revenu net de la période	17,107,059
Additions to surplus — Additions au surplus	1,011,819
Deductions from surplus — Déductions du surplus	5,334,050
Dividends and withdrawals — Dividendes et retraits	5,337,778
Surplus at end of period — Surplus à la fin de la période	52,955,681

TABLE 7. Assets, Liabilities and Net Worth of the RADIO and TELEVISION Broadcasting Industry, 1968

TABLEAU 7. Actif, passif et avoir net de l'industrie de la RADIO et de la TÉLÉVISION, 1968

	Dollars	
Assets — Actif		
Current assets — Disponibilités:		
Cash on hand and in bank — Numéraire en caisse et en banque		12,279,454
Accounts and notes receivable and accrued — Comptes et billets à recevoir et courus		36,073,606
Other — Including inventories, prepayments, etc. — Autres y compris stocks et paiements faits d'avance, etc.		43,616,480
Investments (stock, bonds, mortgages, etc.) — Placements (actions, obligations, hypothèques, etc.)		16,512,218
Current assets — Total — Disponibilités		108,481,758
Fixed assets — Actif fixe:		
Radio	107,251,858	
Télévision	213,924,710	
Sub-total— Total partiel	321,176,568	
Less — Moins:		
Depreciation reserve — Réserve pour dépréciation	143,109,997	178,066,571
Deferred charges — Frais différés		1,137,674
Other assets, including goodwill — Autres actif, y compris éléments de la valeur intrinsèque		14,320,867
Assets — Total — Actif		302,006,870
Liabilities and net worth — Passif et avoir net		
Current liabilities — Exigibilités:		
Bank loans — Emprunts à la banque		11,308,236
Accounts and notes payable — Comptes et billets à payer		30,634,174
Other — Autres		20,693,084
Liabilities — Total — Exigibilités		62,635,494
Long term debt — Dette à longue échéance		119,441,389
Reserves — Réserves		3,517,317
Preferred stock — Actions privilégiées		18,216,475
Common stock — Actions ordinaires		43,533,857
Capital surplus — Surplus-capital		1,706,657
Earned surplus — Surplus d'exploitation		52,955,681
Liabilities and net worth — Total — Passif et avoir net		302,006,870

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1968

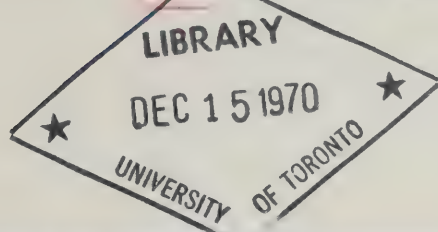
TABLEAU 8. Compte des biens propres de l'industrie de la RADIO et de la TÉLÉVISION, 1968

	Radio	Télévision	Total
	dollars		
Land — Terrain	6,507,169	7,139,119	13,646,288
Buildings — Immeuble	28,706,329	49,677,880	78,383,209
Technical and studio equipment — Matériel technique et équipement de studio	56,669,296	146,094,545	202,763,841
Motorized vehicles and equipment — Véhicules motorisés et équipement	2,475,785	4,295,954	6,771,739
Furniture and fixtures — Meubles et accessoires	8,043,599	5,015,427	13,059,026
Unamortized portion of lease-hold improvements — Partie non amortie des améliorations à la propriété louée	1,920,111	408,728	2,328,839
Other — Autres	2,930,569	1,293,057	4,223,626
Fixed assets — Total — Actif fixe	107,251,858	213,924,710	321,176,568
Depreciation — Dépréciation	46,360,065	96,749,932	143,109,997
Net fixed assets — Actif fixe, net	60,891,793	117,174,778	178,066,571

Radio and Television Broadcasting

1969

Radio et télévision



DOMINION BUREAU OF STATISTICS — BUREAU FÉDÉRAL DE LA STATISTIQUE
Transportation and Public Utilities Division — Division des transports et des services d'utilité publique
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RADIO AND TELEVISION BROADCASTING

RADIO ET TÉLÉVISION

1969

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COMMUNICATIONS

Catalogue
number

Title

56-201 Telegraph and Cable Statistics — Annual.

Operating revenue and expenses; income account; number of telegrams and cablegrams; value of money transfers; wire and pole line mileage; and employees, salaries and wages of the telegraph and cable industry by company.

56-202 Telephone Statistics — Preliminary Report on Large Telephone Systems — Annual.

Numbers of telephones by type of service; selected employment and financial statistics; and number of telephone calls reported by large telephone systems by company.

56-203 Telephone Statistics — Annual.

Number of telephone calls; number of telephones by type of service and by type of organization; wire and pole line mileage; employees, salaries and wages; assets, liabilities and net worth data; and revenue and expenditure of the telephone industry by province.

56-204 Radio and Television Broadcasting — Annual.

Operating revenue and expenses by administrative department, by area and by revenue group; employee statistics by area; analysis of net profit; balance sheet data; detail of property, plant and equipment; detail of net worth; and salaries, wages and fringe benefits, and employee statistics by staff category of the radio and television broadcasting industry.

56-205 Community Antenna Television — Annual.

Wireline facilities, subscribers and contracts by area; operating revenue and expenses by area and by revenue group; employee statistics by area; income and surplus accounts; and a statement of assets, liabilities and net worth of the community antenna television industry.

In addition to the selected publications listed above, the Dominion Bureau of Statistics publishes a wide range of statistical reports on Canadian economic and social affairs. A comprehensive catalogue of all current publications is available free on request from the Dominion Bureau of Statistics, Ottawa 3.

Rapports publiés par la
Division des transports et des services d'utilité publique
traitant les

COMMUNICATIONS

Numéro de
catalogue

Titre

56-201 Statistique des télégraphes et câbles — Annuel.

Recettes et dépenses d'exploitation; compte de revenu; nombre de télégrammes et de câblegrammes; valeur des transferts d'argent; longueur de fil et de ligne sur poteaux; et employés, traitements et salaires par société de télégraphe et de câble.

56-202 Statistique des téléphones — Bulletin préliminaire sur les grands réseaux téléphoniques — Annuel.

Nombre de postes par genre de service; certaines statistiques sur l'emploi et les finances; et nombre d'appels déclarés par les grands réseaux téléphoniques, par société.

56-203 Statistique du téléphone — Annuel.

Nombre d'appels téléphoniques; nombre de postes par genre de service et selon la forme d'organisation; longueur de fil et de ligne poteaux; employés, traitements et salaires; actif, passif et situation nette; et recettes et dépenses de l'industrie des téléphones, par province.

56-204 Radio et télévision — Annuel.

Recettes et dépenses d'exploitation par service, par région et par catégorie de recettes; statistique de l'effectif par région; analyse des bénéfices nets; données du bilan; propriété, installations et équipement; avoir net; traitements, salaires et avantages sociaux, et statistique de l'effectif par catégorie d'employés de l'industrie de la radiodiffusion et de la télévision.

56-205 Services de télévision à antenne collective — Annuel.

Installations de lignes, abonnés et contrats par région; recettes et dépenses d'exploitation par région et selon la catégorie de recettes; statistiques sur les employés par région; compte de revenu et de surplus; état de l'actif, du passif et de la situation nette de l'industrie des services de télévision à antenne collective.

Outre les publications ci-dessus énumérées, le Bureau fédéral de la statistique publie une grande variété de rapports statistiques sur le Canada tant dans le domaine économique que social. On peut se procurer gratuitement un catalogue complet des publications courantes au Bureau fédéral de la statistique, Ottawa 3 (Canada).

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SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- p preliminary figures.
- r revised figures.

SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique.

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- p nombres provisoires.
- r nombres rectifiés.

RADIO AND TELEVISION BROADCASTING

RADIO ET TÉLÉVISION 1969

INTRODUCTION

This publication contains the results of an annual survey conducted by the Dominion Bureau of Statistics with respect to the Canadian Radio and Television Broadcasting industry. The data presented herein were compiled from information reported in DBS questionnaires, which were completed by the Canadian Broadcasting Corporation and the licensees of the private commercial broadcasting stations in operation during 1969. These questionnaires were redesigned for the 1969 reporting year in order to utilize the newly prepared "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry". This accounting manual was developed by the Canadian Association of Broadcasters and has enabled DBS to publish a more uniform presentation of various income, expenses, assets and liabilities classifications. It will be noted however, that a somewhat modified tabular format has become necessary as a result of these new questionnaires. As in previous years, these questionnaires have served the statistical requirements of the Canadian Radio-Television Commission as well as DBS and have avoided duplication of effort and eased the burden on the licensees. This publication is primarily intended to provide information to the broadcasting industry to assist the individual station operators to assess their performance with regard to other stations in similar area and operating revenue groups. It has also proved useful to advertisers, advertising agencies, various allied trades as well as the general public.

Table 1 shows separate operating data for the private and public sectors of the broadcasting industry. Tables 7 to 10 inclusive also embrace the activities of the entire Radio and Television Broadcasting industry. Tables 2 to 6 inclusive, present data for the privately-owned sector of the industry only and do not include the activities of the CBC.

New regulations were introduced by the CRTC during the 1968 reporting year requiring the licensees of all radio and television broadcasting stations to report a uniform fiscal period ending August 31 each year. As a result, all information contained in this report is presented for the fiscal year ended August 31, 1969. It should be noted however, that continuity was achieved in this statistical series for the 1968 reporting period by means of adjustments to actual data reported by some broadcasting stations.

Le présent bulletin donne les résultats d'une enquête annuelle effectuée par le Bureau fédéral de la statistique sur la radiodiffusion et la télévision au Canada. Les données proviennent des questionnaires du B.F.S., qui ont été remplis par la Société Radio-Canada et par les titulaires de licence de station commerciale privée en activité en 1969. On a remanié ces questionnaires pour l'année 1969 afin d'utiliser la "Méthode Uniforme de Classification des Comptes — Radio et Télévision" publiée dernièrement. Ce plan comptable normalisé, mis au point par l'Association canadienne des radiodiffuseurs, a permis au B.F.S. d'élaborer une présentation plus uniforme des différentes catégories de revenus, de frais, d'actif et de passif. Il faut cependant noter que l'adoption d'une disposition tabulaire quelque peu modifiée s'imposait par suite de l'utilisation de ces nouveaux questionnaires. Comme par les années passées, ces questionnaires ont répondu aux exigences statistiques du Conseil de la radio-télévision canadienne et du B.F.S., ont éliminé les doubles emplois et ont allégé le fardeau des titulaires de licence. La publication a pour but principal de fournir des renseignements à l'industrie de la radiodiffusion afin d'aider les exploitants de stations privées à évaluer leur rendement en comparaison avec d'autres stations dans des régions et catégories de revenus similaires. Le rapport s'est aussi révélé utile aux annonceurs, aux agences de publicité, aux diverses activités connexes, de même qu'au grand public.

Le Tableau 1 fournit des données d'exploitation distinctes pour les secteurs privé et public de la radiodiffusion. Les Tableaux 7 à 10 inclusivement englobent aussi les activités de l'ensemble de la radio et de la télévision. Les Tableaux 2 à 6 ne visent que le secteur privé; la Société Radio-Canada en est exclue.

Le Conseil de la radio-télévision canadienne a établi au cours de l'année 1968 de nouveaux règlements en vertu desquels tous les titulaires de licence de station de radio et de télévision sont tenus de déclarer un exercice financier uniforme se terminant le 31 août de chaque année. Par conséquent, tous les renseignements que renferme le présent rapport ont donc trait à l'exercice financier terminé le 31 août 1969. Cependant, il est à remarquer que cette période de transition a nécessité l'ajustement des données déclarées par certaines stations, afin d'assurer la continuité de la série statistique.

REVIEW OF SURVEY RESULTS

The radio and television broadcasting industry registered an increase in operating revenue for the year under review compared to the previous year's operations. Between 1968 and 1969, total revenue from sale of air time rose by 12.8 per cent (from \$209.9 million to \$236.7 million), and total operating revenue rose by 11.8 per cent (from \$225.5 million to \$252.5 million). Of the total operating revenue, radio broadcasting accounted for \$110.1 million or 43.6 per cent and television broadcasting \$142.4 million or 56.4 per cent.

In 1969, revenue from sale of national and network air time represented 61.4 per cent and local time sales 38.6 per cent of the total revenue from sale of air time of \$236.7 million. Local time sales, and national and network time sales increased by 15.5 per cent and 11.2 per cent respectively since 1968, while incidental operating revenue which includes syndication revenue, production revenue, and merchandising and promotion revenue, increased by 1.3 per cent from 1968 to total \$15.8 million.

Total operating expenses of the broadcasting industry increased by \$40.7 million in 1969 from \$341.3 million to \$382.0 million. A considerable portion of this growth was attributable to an increase of \$17.4 million for salaries, wages, fringe benefits and talent fees. However, total operating revenue including parliamentary grants of \$166.1 million provided to the CBC, exceeded these expenses, resulting in a net operating profit of \$36.6 million for 1969. This is an increase of \$6.7 million from the net operating profit earned in 1968.

An analysis of the operating revenue of the CBC (for the year ended August 31, 1969) reveals that the radio operations of the Corporation account for only 5.3 per cent of its total broadcasting revenue compared to 52.9 per cent for the private broadcasting sector. The revenue for the CBC is arrived at after deducting certain payments to private stations and commissions to advertising agencies and other networks.

Some stations have sources of revenue, and incur expenses which are not normally associated with broadcasting operations. DBS classifies investment income and gain on disposal of fixed assets in the "other revenue and adjustments" category. "Other Expenses and Adjustments" would include such items as amortization of intangible assets. In 1969, other revenue net of other expenses totalled \$599,328 compared with \$1,847,378 in 1968. Net loss derived from activities not related to broadcasting amounted to \$3.2 million in 1969. Provision for income taxes by the profitable companies amounted to \$16.3 million in 1969 compared with \$14.6 million in 1968. In 1969, the private broadcasters achieved a net profit after income taxes of \$17.7 million to August 31, representing a 3.5 per cent gain over the net profit of \$17.1 million earned in 1968.

ANALYSE DES RÉSULTATS DE L'ENQUÊTE

Au cours de l'année observée, les revenus d'exploitation de l'industrie de la radio et de la télévision ont augmenté par rapport à l'année précédente. De 1968 à 1969, les revenus globaux de la radiodiffusion se sont accrus de 12.8 p. 100 (209.9 millions de dollars contre 236.7 millions), et les revenus globaux d'exploitation, de 11.8 p. 100 (225.5 millions de dollars contre 252.5 millions). Les revenus d'exploitation de la radio ont été de 110.1 millions de dollars, soit 43.6 p. 100, de l'ensemble, et celles de la télévision, de 142.4 millions de dollars ou 56.4 p. 100.

En 1969, les revenus provenant des ventes nationales de temps-station et de temps-réseau ont constitué 61.4 p. 100, et les ventes locales de temps-station, 38.6 p. 100 des revenus globaux de la radiodiffusion, qui ont atteint 236.7 millions de dollars. Depuis 1968, les ventes locales de temps-station, et les ventes nationales et de temps-réseau ont augmenté de 15.5 p. 100 et de 11.2 p. 100 respectivement, et les autres revenus d'exploitation, dont les ventes de droits de diffusion, les ventes de services de production, les revenus de la publicité et de la promotion, ont augmenté de 1.3 p. 100 pour atteindre 15.8 millions de dollars.

En 1969, les frais d'exploitation ont augmenté de 40.7 millions de dollars pour atteindre 382 millions, au regard de 341.3 millions en 1968. Une partie importante de cet accroissement est attribuable à une augmentation de 17.4 millions de dollars au titre des traitements, des salaires, des avantages sociaux et des cachets des artistes. Toutefois, les revenus d'exploitation, y compris les subventions de 166.1 millions de dollars versées à la Société Radio-Canada, ont dépassé ces dépenses, et il s'en est suivi un bénéfice d'exploitation net de 36.6 millions de dollars pour 1969, soit 6.7 millions de plus qu'en 1968.

Une analyse des revenus d'exploitation de la Société Radio-Canada (pour l'année terminée le 31 août 1969) révèle que les revenus de la radio de la Société ne représentent que 5.3 p. 100 des revenus globaux de radiodiffusion, comparativement à 52.9 p. 100 dans le secteur privé. Les revenus de la Société Radio-Canada ont été calculés en déduisant certains paiements faits aux stations privées et des commissions versées aux agences de publicité et à d'autres réseaux.

Certaines stations ont des sources de revenu et des dépenses qui sont étrangères à la radiodiffusion. Le B.F.S. classe le revenu de placements et les profits sur ventes d'immobilisations dans la catégorie "Revenus et redressements divers". La catégorie "Frais et redressements divers" comprendrait des postes tels que l'amortissement des valeurs incorporelles. En 1969, la soustraction des autres frais des autres revenus a donné un solde de \$599,328, comparativement à \$1,847,378 en 1968. La perte nette découlant des activités non reliées à la radiodiffusion s'élevait à 3.2 millions de dollars en 1969. La provision pour l'impôt sur le revenu des sociétés rentables était de 16.3 millions de dollars en 1969, contre 14.6 millions en 1968. En 1969, les bénéfices nets des stations privées, après déduction de l'impôt sur le revenu, se sont établis au 31 août à 17.7 millions de dollars, soit une augmentation de 3.5 p. 100 sur le bénéfice net de 17.1 millions en 1968.

In 1969, there were 19,541 employees engaged in the broadcasting industry, an increase of 309 employees or 1.6 per cent over 1968. Salaries and wages paid by the industry totalled \$156.3 million, an increase of \$10.9 million or 7.5 per cent over 1968. Fringe benefits, which include such expenses as staff pensions and hospitalization insurance totalled \$9.9 million, a rise of 12.5 per cent from 1968.

Table 2 presents the operations of the privately-owned radio broadcasting industry for 1969 by administrative department and by area. All areas showed an operating profit for the year. Net operating profit increased in British Columbia and Ontario by \$1.3 million and \$1.2 million respectively over 1968. On a Canada-wide basis, the privately-owned radio broadcasting industry showed a net operating profit of \$14.7 million in 1969.

Table 3 provides the operations of the privately-owned television broadcasting industry by administrative department and by area for 1969. All areas show an overall operating profit in 1969. The net operating profit for Canada totalled \$21.9 million, an increase of \$4.4 million from the profit reported in 1968.

Tables 4 and 5 show the operating results of the privately-owned radio and television broadcasting industry by administrative department and by operating revenue group.

In Table 4, radio stations with annual revenue of less than \$100,000 lost money averaging \$5,801 per station. Radio stations with operating revenue exceeding \$1.5 million had an average profit of \$561,029. This can be roughly compared to 1968 results which showed a loss of \$10,218 per station for the smallest group and a profit of \$308,484 per station for those with operating revenue exceeding \$1 million. For television, Table 5 shows an average profit of \$4,718 per station for stations with operating revenue under \$250,000 compared with an average loss of \$2,737 in 1968. The average profit for stations having operating revenue of \$3.0 million and over was \$1,239,208 compared with \$942,348 for stations having an operating revenue of \$1.5 million and over in 1968.

Table 6 carries forward the net operating profit from Table 1. It then shows the addition of other revenue and adjustments related to broadcasting activities as well as other expenses and adjustments. This table also shows the net loss derived from activities not related to broadcasting, following which it shows the net profit before income taxes, which amounted to \$34,002,208. After a provision of \$16.3 million for income taxes, the privately-owned sector of the broadcasting industry reported a net profit of \$17.7 million to August 31, 1969. This represents an increase of \$0.6 million over the net profit of \$17.1 million reported in 1968.

En 1969, l'industrie de la radiodiffusion employait 19,541 personnes, soit 309 ou 1.6 p. 100 de plus qu'en 1968. Les traitements et salaires sont totalisés 156.3 millions de dollars, c'est-à-dire 10.9 millions de dollars ou 7.5 p. 100 de plus que l'année précédente. Les avantages sociaux, qui englobent les dépenses telles que les pensions de retraite et l'assurance-hospitalisation, ont atteint 9.9 millions de dollars, soit une augmentation de 12.5 p. 100 par rapport à 1968.

Le Tableau 2 présente les opérations de la radio-diffusion pour chaque région ou division administrative en 1969. Les stations ont réalisé des bénéfices d'exploitation dans toutes les régions. Les bénéfices d'exploitation nets en Colombie-Britannique et en Ontario se sont accrus de 1.3 et de 1.2 million de dollars respectivement par rapport à 1968. A l'échelle nationale, le secteur privé de la radiodiffusion a réalisé en 1969, un bénéfice d'exploitation net de 14.7 millions de dollars.

Le Tableau 3 présente les opérations de la télévision privée pour chaque division administrative ou région en 1969. Les opérations se sont soldées, dans l'ensemble, par un bénéfice d'exploitation. Pour le Canada, le bénéfice d'exploitation net a été de 21.9 millions de dollars, soit 4.4 millions de plus que l'année précédente.

Le Tableaux 4 et 5 donnent les résultats d'exploitation de la radio et de la télévision privées, par division administrative et par tranche de revenus d'exploitation.

Le Tableau 4 indique que les stations de radio dont les revenus annuels sont inférieurs à \$100,000 ont subi un déficit moyen de \$5,801. Les stations de radio dont les revenus d'exploitation dépassent un million et demi de dollars ont réalisé un bénéfice moyen de \$561,029. En 1968, le déficit moyen du premier groupe était de \$10,218, les stations dont les revenus d'exploitation dépassaient un million de dollars ont réalisé un bénéfice moyen de \$308,484. Pour la télévision, le Tableau 5 indique un bénéfice moyen de \$4,718 pour les stations dont les revenus n'atteignaient pas \$250,000, comparativement à un déficit moyen de \$2,737 en 1968. Le bénéfice moyen des stations dont les revenus d'exploitation dépassaient 3 millions de dollars a été de \$1,239,208, contre \$942,348 pour les stations dont les revenus d'exploitation dépassaient 1.5 million de dollars en 1968.

Au Tableau 6, le bénéfice d'exploitation net est reporté du Tableau 1. On y ajoute les autres revenus et redressements reliés à la radiodiffusion de même que les autres frais et redressements. Ce tableau indique aussi la perte nette découlant des activités non reliées à la radiodiffusion, après laquelle est indiqué le bénéfice net avant déduction de l'impôt sur le revenu, soit \$34,002,208. Au 31 août 1969, le secteur privé de la radiodiffusion a déclaré un bénéfice net de 17.7 millions de dollars après déduction de 16.3 millions pour l'impôt. Cette somme représente une augmentation de \$600,000 sur les 17.1 millions de dollars déclarés en 1968.

Table 7 is a statement showing separate balance sheet data of the private stations and the CBC at August 31, 1969. The net worth position of the industry at the end of the reporting period stood at \$230.9 million.

Table 8 provides detail of the amount reported for property, plant and equipment in Table 7. Separate data as between the private stations and the CBC is published in this report for the first time.

Table 9 shows detail of the amount reported in Table 7 for net worth of the industry at August 31, 1969.

Salaries, wages and fringe benefits, and employee statistics by staff categories is presented in Table 10, showing separate detail of the private and public sectors of the broadcasting industry for 1969.

CONCEPTS

Operating Revenue and Expenses

All broadcasting stations report revenue received from local, national and network time sales, net of advertising agency commissions, trade discounts, and line and service charges. In the case of network time sales, arrangements are generally made by the advertiser or the advertising agency directly with the radio and television networks. The individual stations show as revenue only the amount that was received from the network to which it is affiliated.

The revenue and expenses of the CTV Television Network Limited are included in Ontario in Table 3. In Table 5, the operations of this network are included in the revenue group which is applicable. In both these tables, the CTV network not being a station is not included in the station count. Although it is not possible to measure the average performance of stations in the particular groups in which the CTV network is included, this weakness is outweighed by the advantages gained in obtaining true totals for the privately-owned television broadcasting industry.

This survey covers the activities of all private commercial broadcasting stations. Stations operating on a non-commercial basis such as those operated by religious and educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by area and by revenue group has been based on the individual returns filed, i.e., if a company filed separate returns for AM and FM operations, each return was considered a separate entity for purposes of classifying the results by area and by revenue group. The station count is based on the number of private commercial broadcasting stations in operation during the period under review.

Au Tableau 7 figurent séparément les données du bilan des stations privées et de la Société Radio-Canada au 31 août 1969. L'avoir net de l'industrie de la radiodiffusion à la fin de l'exercice s'établissait à 230.9 millions de dollars.

Au Tableau 8 figure le détail des montants déclarés pour les terrains, bâtiments et installations dans le Tableau 7. Pour la première fois, on publie dans le présent bulletin des données distinctes sur les stations privées et la Société Radio-Canada.

Le Tableau 9 donne le détail du montant déclaré dans le Tableau 7 pour l'avoir net de l'industrie au 31 août 1969 avec les données comparatives au 31 août 1968.

Les traitements, salaires, avantages sociaux et statistiques de l'emploi par catégorie de personnel figurent au Tableau 10, avec montants distincts pour les secteurs privé et public de la radiodiffusion pour 1969.

NOTIONS

Revenus et frais d'exploitation

Toutes les stations de radiodiffusion déclarent les revenus provenant des ventes locales, et nationales, de temps-station et de temps-réseau, après déduction des commissions versées aux agences de publicité, des escomptes commerciaux, des frais de voies de liaison et des frais d'administration. En ce qui concerne les ventes de temps-réseau, les annonceurs ou les agences de publicité s'entendent d'ordinaire directement avec les réseaux de radio et de télévision. Les stations privées n'indiquent comme revenus que le montant reçu du réseau auquel elles sont affiliées.

Les revenus et les frais du *CTV Television Network Limited* sont englobés dans Ontario au Tableau 3; au Tableau 5, ce réseau est compris dans le groupe approprié des revenus. Vu que ce réseau n'est pas une station, il n'est pas compris dans le nombre de stations. Même s'il est impossible d'évaluer le rendement moyen des stations classées dans les groupes particuliers comprenant le réseau CTV, cette lacune est compensée par les avantages qu'on gagne à obtenir des totaux exacts pour la télévision privée.

L'enquête couvre les activités de toutes les stations commerciales privées. Celles qui fonctionnent sur un plan non commercial, par exemple les stations exploitées par des établissements religieux et d'enseignement, ne sont pas comprises. Les tableaux où paraissent les résultats d'exploitation des stations de radio réunissent les émissions AM et FM. La répartition des stations par province et par tranche de revenus est fondée sur les déclarations individuelles, c'est-à-dire que si la station a produit des déclarations distinctes pour des émissions AM et FM, chaque déclaration a été traitée séparément dans le classement des résultats par région et par tranche de revenus. Le nombre de stations est basé sur le nombre de stations de radiodiffusion commerciales privées en activité pendant la période observée.

STATISTICAL TABLES

TABLEAUX STATISTIQUES

**TABLE 1. Operating Revenue and Expenses and Employee Statistics of the
RADIO and TELEVISION Broadcasting Industry, 1969**

No.		Radio stations Stations de radio			Television stations Stations de télévision	
		Private stations — Stations privées	CBC — Société Radio-Canada	Total	Private stations — Stations privées	CBC — Société Radio-Canada
		dollars				
	Operating revenue:					
	Revenue from sale of air time: ¹					
1	Local time sales	64,577,754	679,000	65,256,754	24,175,110	2,001,000
2	National time sales	40,603,222	628,000	41,231,222	58,562,367	11,236,000
3	Network time sales ²	498,493	656,900	1,154,493	11,194,471	21,893,000
4	Total revenue from sale of air time	105,679,469	1,963,000	107,642,469	93,931,948	35,130,000
5	Incidental operating revenue	2,408,966	15,000	2,423,966	12,642,508	736,000
6	Total operating revenue	108,088,435	1,978,000	110,066,435	106,574,456	35,866,000
7	Parliamentary grants ³	—	37,068,000	37,068,000	—	129,002,000
8	Total operating revenue and parliamentary grants	108,088,435	39,046,000	147,134,435	106,574,456	164,868,000
	Operating expenses:					
9	Direct remuneration	40,589,908	18,954,000	59,543,908	27,566,660	69,204,000
10	Fringe benefits	1,733,253	1,450,000	3,183,253	1,433,454	5,293,000
11	Talent fees	2,411,738	4,673,000	7,084,738	4,311,530	17,063,000
12	Raw film and audio tape, studio sets and props, and other materials and supplies	347,492	416,000	763,492	1,887,420	8,122,000
13	Remote facilities	343,137	—	343,137	346,305	—
14	News service, music recordings and transcriptions, and program rights and royalties	3,356,571	292,000	3,648,571	1,079,714	2,910,000
15	Amortization of feature films, syndicated and other programs	118,382	—	118,382	12,787,674	13,081,000
16	Program distribution and customs expenses	33,161	—	33,161	898,160	—
17	Network assessments	19,849	—	19,849	1,834,510	—
18	Other direct program expenses	1,114,112	772,000	1,886,112	1,102,559	3,317,000
19	Transmitter, studio and mobile unit tubes expenses	410,294	152,000	562,294	803,519	557,000
20	VTR heads, and tape expenses	82,190	—	82,190	978,863	—
21	Equipment parts and supplies, and other technical expenses	760,092	375,000	1,135,092	1,020,770	1,727,000
22	Line charges	564,939	2,822,000	3,386,939	251,380	9,393,000
23	Advertising, promotion and publicity	3,681,655	510,000	4,191,655	1,192,353	1,860,000
24	Rating services	430,540	138,000	568,540	379,554	502,000
25	Sales representatives commissions	10,092,318	60,000	10,152,318	5,370,787	221,000
26	Other selling, promotion and publicity expenses	770,766	—	770,766	557,227	—
27	Travel, entertainment, membership dues and subscriptions	2,540,170	609,000	3,149,170	1,511,475	2,225,000
28	Motor vehicle operating expenses	1,017,651	112,000	1,129,651	517,489	407,000
29	Rent of premises, and light, heat and power	2,913,048	961,000	3,874,048	2,091,032	3,511,000
30	Depreciation and amortization	4,582,364	2,366,000	6,948,364	6,984,042	9,464,000
31	Maintenance and repairs	1,177,847	306,000	1,483,847	941,171	1,116,000
32	Legal, audit and other professional fees	1,136,606	43,000	1,179,606	438,880	158,000
33	Doubtful accounts	804,098	2,000	806,098	249,430	8,000
34	Station and music licence fees	3,413,815	333,000	3,746,815	3,155,086	1,216,000
35	Equipment rental	384,634	105,000	489,634	431,566	382,000
36	Interest on long and short term obligations	1,342,891	1,138,000	2,480,891	1,159,942	4,157,000
37	Other operating expenses	7,219,819	2,457,000	9,676,819	3,363,836	8,974,000
38	Total operating expenses	93,393,340	39,046,000	132,439,340	84,646,388	164,868,000
39	Net operating profit including parliamentary grants	14,695,095	—	14,695,095	21,928,068	—
40	<i>Average monthly number of employees</i>	<i>6,292</i>	<i>1,827</i>	<i>8,119</i>	<i>4,114</i>	<i>7,308</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

TABLEAU 1. Revenus et frais d'exploitation et statistique de l'emploi de l'industrie de la RADIO et de la TÉLÉVISION, 1969

Television stations — Stations de télévision	Radio and television stations — Stations de radio et de télévision				
Total	Private stations — Stations privées	CBC — Sociétés Radio-Canada	Total		N°
dollars					
				Revenus d'exploitation:	
				Revenu de la vente de temps-stations ¹ :	
26,176,110	88,752,864	2,680,000	91,432,864	Ventes locales de temps-station.....	1
69,798,367	99,165,589	11,864,000	111,029,589	Ventes nationales de temps-station.....	2
33,087,471	11,692,964	22,549,000	34,241,964	Ventes de temps-réseau ²	3
129,061,948	199,611,417	37,093,000	236,704,417	Total, revenus de la vente de temps-station.....	4
13,378,508	15,051,474	751,000	15,802,474	Autres revenus d'exploitation.....	5
142,440,456	214,662,891	37,844,000	252,506,891	Total, recettes d'exploitation.....	6
129,002,000	—	166,070,000	166,070,000	Crédits parlementaires ³	7
271,442,456	214,662,891	203,914,000	418,576,891	Total, revenus d'exploitation et subventions.....	8
				Frais d'exploitation:	
96,770,660	68,156,568	88,158,000	156,314,568	Rémunération directe.....	9
6,726,454	3,166,707	6,743,000	9,909,707	Avantages sociaux.....	10
21,374,530	6,723,268	21,736,000	28,459,268	Cachets d'artistes.....	11
10,009,420	2,234,912	8,538,000	10,772,912	Pellicule et ruban magnétique vierges, décors et accessoires de studio, autres matières et fournitures.....	12
346,305	689,442	—	689,442	Frais d'émission hors studio.....	13
3,989,714	4,436,285	3,202,000	7,638,285	Services de presse, enregistrements et transcriptions musicales, droits de retransmission.....	14
25,868,674	12,906,056	13,081,000	25,987,056	Amortissement des longs métrages, des émissions d'abonnement et d'émissions diverses.....	15
898,160	931,321	—	931,321	Frais d'expédition et de douane.....	16
1,834,510	1,854,359	—	1,854,359	Frais de participation.....	17
4,419,559	2,216,671	4,089,000	6,305,671	Autres frais directement imputables aux émissions.....	18
1,360,519	1,213,813	709,000	1,922,813	Tubes pour émetteur, studios et cars de reportage.....	19
978,863	1,061,053	—	1,061,053	Têtes de lecture et rubans pour magnétoscopes.....	20
2,747,770	1,780,862	2,102,000	3,882,862	Pièces détachées, fournitures et autres frais techniques.....	21
9,644,380	816,319	12,215,000	13,031,319	Location de voies de liaison.....	22
3,052,353	4,874,008	2,370,000	7,244,008	Publicité, promotion et propagande.....	23
881,554	810,094	640,000	1,450,094	Mesure des cotes d'écoute.....	24
5,591,787	15,463,105	281,000	15,744,105	Commissions des représentants.....	25
557,227	1,327,993	—	1,327,993	Autres frais de vente, de promotion et de propagande.....	26
3,736,475	4,051,645	2,834,000	6,885,645	Frais de voyage, de représentation, de souscriptions et de cotisations à des associations professionnelles.....	27
924,489	1,535,140	519,000	2,054,140	Frais d'exploitation du matériel roulant.....	28
5,602,032	5,004,080	4,472,000	9,476,080	Loyer (locaux seulement), éclairage, chauffage et énergie.....	29
16,448,042	11,566,406	11,830,000	23,396,406	Amortissement.....	30
2,057,171	2,119,018	1,422,000	3,541,018	Entretien et réparations.....	31
596,880	1,575,486	201,000	1,776,486	Honoraires professionnels: avocats, experts-comptables, etc.....	32
257,430	1,053,528	10,000	1,063,528	Créances douteuses.....	33
4,371,086	6,568,901	1,549,000	8,117,901	Droits de licence de radiodiffusion et redevances musicales.....	34
813,566	816,200	487,000	1,303,200	Location de matériel.....	35
5,316,942	2,502,833	5,295,000	7,797,833	Intérêt sur obligations à long et à court terme.....	36
12,337,836	10,583,655	11,431,000	22,014,655	Autres frais d'exploitation.....	37
249,514,388	178,039,728	203,914,000	381,953,728	Total frais d'exploitation.....	38
21,928,068	36,623,163	—	36,623,163	Bénéfice net d'exploitation y compris des subventions.....	39
11,422	10,406	9,135	19,541	Nombre moyen d'employés par mois.....	40

¹ Après déduction des commissions des agences de publicité et des escomptes.

² Après déduction des frais de voies de liaison et frais de service.

³ Radio-Canada déclare ses frais de dépréciation. Ces frais ont été ajoutés aux crédits parlementaires.

TABLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry, by Administrative Department and by Area, 1969

No.		Newfound- land and Prince Edward Island Terre-Neuve et île-du- Prince- Edouard 11 stations	Nova Scotia — Nouvelle- Ecosse 18 stations	New Brunswick — Nouveau- Brunswick 10 stations	Québec 68 stations	Ontario 114 stations
		dollars				
	Operating revenue:					
	Revenue from sale of air time: ¹					
1	Local time sales	1,713,359	2,262,832	1,742,395	13,603,427	22,284,959
2	National time sales	508,996	939,758	636,122	10,595,305	17,647,312
3	Network time sales ²	123,244	1,857	3,103	95,789	25,358
4	Total revenue from sale of air time	2,345,599	3,204,447	2,381,620	24,294,521	39,957,629
5	Incidental operating revenue	9,967	5,860	24,219	447,717	1,230,889
6	Total operating revenue	2,355,566	3,210,307	2,405,839	24,742,238	41,188,518
	Operating expenses:					
7	Direct remuneration	1,028,279	1,478,267	1,054,117	9,257,372	14,078,108
8	Fringe benefits	45,198	93,785	35,484	370,246	682,867
	Program:					
9	Talent fees	13,890	15,094	5,707	873,916	1,064,696
10	Raw film and audio tape, studio sets and props, and other materials and supplies	18,559	18,742	18,086	96,523	92,659
11	Remote facilities	2,629	13,888	3,042	81,106	83,665
12	News service, music recordings and transcriptions, and program rights and royalties	96,605	117,219	102,314	600,925	1,403,226
13	Amortization of feature films, syndicated and other programs	6,401	8,631	970	31,499	43,022
14	Program distribution and customs expenses	1,059	1,539	32	5,279	11,185
15	Network assessments	—	—	4,556	3,254	9,748
16	Other direct program expenses	17,246	34,957	5,471	388,101	446,271
	Technical maintenance:					
17	Transmitter, studio and mobile unit tubes expenses	6,150	20,695	7,468	84,832	135,557
18	VTR heads, and tape expenses	55	609	504	41,360	27,135
19	Equipment parts and supplies, and other technical expenses	27,849	20,337	25,867	192,022	277,446
20	Line charges	21,131	17,856	23,246	133,811	192,053
	Sales, advertising and promotion:					
21	Advertising, promotion and publicity	33,791	51,057	27,036	830,397	1,573,730
22	Rating services	9,864	22,150	7,700	94,964	164,840
23	Sales representatives commissions	137,280	213,202	144,611	2,747,589	4,496,896
24	Other selling, promotion and publicity expenses	9,620	32,422	4,157	132,288	470,382
	General administration:					
25	Travel, entertainment, membership dues and subscriptions	62,676	104,365	54,396	579,210	832,264
26	Motor vehicle operating expenses	19,834	37,051	24,026	225,757	260,898
27	Rent of premises, and light, heat and power	108,873	106,194	65,981	658,327	946,054
28	Depreciation and amortization	114,995	125,887	124,010	1,144,447	1,790,296
29	Maintenance and repairs	37,543	49,295	28,380	351,122	408,656
30	Legal, audit and other professional fees	13,645	24,106	20,187	374,129	429,794
31	Doubtful accounts	20,421	31,476	16,893	211,718	276,582
32	Station and music licence fees	68,861	110,247	56,059	721,110	1,320,750
33	Equipment rental	9,076	12,692	245	62,928	108,216
34	Interest on long and short term obligations	15,397	47,063	21,606	179,422	680,442
35	Other operating expenses	186,413	252,491	184,898	1,738,892	2,630,525
36	Total operating expenses	2,133,340	3,061,317	2,067,049	22,212,546	34,937,963
37	Net operating profit	222,226	148,990	338,790	2,529,692	6,250,555
38	Average monthly number of employees	172	276	158	1,486	2,269

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABEAU 2. Revenus et frais d'exploitation et statistique de l'emploi de la RADIO privée, par division administrative et par région, 1969

Manitoba	Saskatchewan	Alberta	British Columbia — Colombie-Britannique	Total		N°
16 stations	20 stations	24 stations	48 stations	329 stations		
dollars						
					Revenus d'exploitation:	
					Revenus de la vente de temps-station ¹ :	
2,648,444	3,666,624	6,705,559	9,950,155	64,577,754	Ventes locales de temps-station	1
1,805,753	1,450,355	3,102,589	3,917,032	40,603,222	Ventes nationales de temps-station	2
56,005	120,687	59,448	13,002	498,493	Ventes de temps-réseau ²	3
4,510,202	5,237,666	9,867,596	13,880,189	105,679,469	Total, revenus de la vente de temps-station	4
67,140	103,202	174,081	345,891	2,408,966	Autres revenus d'exploitation	5
4,577,342	5,340,868	10,041,677	14,226,080	108,088,435	Total, revenus d'exploitation	6
					Frais d'exploitation:	
1,868,865	2,594,014	3,817,257	5,413,629	40,589,908	Rémunération directe	7
75,927	65,079	148,647	216,020	1,733,253	Avantages sociaux	8
					Emissions:	
55,686	40,704	129,660	212,385	2,411,738	Cachets d'artistes	9
6,813	23,095	35,639	37,376	347,492	Pellicule et ruban magnétique vierges, décors et accessoires de studio, autres matières et fournitures.	10
15,299	44,730	31,422	67,356	343,137	Frais d'émission hors studio	11
172,545	197,023	298,667	368,047	3,356,571	Services de presse, enregistrements et transcriptions musicales, droits de retransmission.	12
2,245	1,658	12,062	11,894	118,382	Amortissement des longs métrages, des émissions d'abonnement et d'émissions diverses.	13
1,751	4,021	5,491	2,804	33,161	Frais d'expédition et de douane	14
—	—	918	1,373	19,849	Frais de participation	15
48,190	81,799	40,261	51,816	1,114,112	Autres frais directement imputables aux émissions	16
					Entretien technique:	
22,558	32,088	40,574	60,372	410,294	Tubes pour émetteur, studios et cars de reportage	17
—	407	5,735	6,385	82,190	Têtes de lecture et rubans pour magnétoscopes	18
11,345	45,974	70,344	88,908	760,092	Pièces détachées, fournitures et autres frais techniques	19
25,784	40,371	22,007	88,680	564,939	Location de voies de liaison	20
					Vente, publicité et promotion:	
186,747	166,137	314,321	498,439	3,681,655	Publicité, promotion et propagande	21
21,754	19,839	34,630	54,799	430,540	Mesure des cotes d'écoute	22
262,238	262,978	870,166	957,358	10,092,318	Commissions des représentants	23
21,371	16,818	21,060	62,648	770,766	Autres frais de vente, de promotion et de propagande	24
					Administration générale:	
116,336	179,219	275,935	335,769	2,540,170	Frais de voyage, de représentation, de souscriptions et de cotisations à des associations professionnelles.	25
78,106	67,697	105,423	198,859	1,017,651	Frais d'exploitation du matériel roulant	26
125,925	249,257	283,837	368,600	2,913,048	Loyer (locaux seulement), éclairage, chauffage et énergie	27
244,250	225,804	276,998	535,677	4,582,364	Amortissement	28
49,554	47,116	61,401	144,780	1,177,847	Entretien et réparations	29
28,530	38,337	92,683	115,195	1,136,606	Honoraires professionnels: avocats, experts-comptables, etc.	30
59,384	59,723	46,506	81,395	804,098	Créances douteuses	31
160,308	185,269	331,178	460,033	3,413,815	Droits de licence de radiodiffusion et redevances musicales	32
14,378	17,587	25,808	133,704	384,634	Location de matériel	33
78,304	75,569	60,815	184,273	1,342,891	Intérêt sur obligations à long et à court terme	34
315,077	353,537	644,086	913,900	7,219,819	Autres frais d'exploitation	35
4,069,270	5,135,850	8,103,531	11,672,474	93,393,340	Total, frais d'exploitation	36
508,072	205,018	1,938,146	2,553,606	14,695,095	Bénéfice net d'exploitation	37
296	364	546	725	6,292	Nombre moyen d'employés par mois	38

¹ Après déduction des commissions des agences de publicité et des escomptes.

² Après déduction des frais de voies de liaison et frais de service.

TABLE 3. Operating Revenue and Expenses and Employee Statistics of the Privately-owned TELEVISION Broadcasting Industry by Administrative Department and by Area, 1969

No.		Atlantic Provinces — Provinces de l'Atlantique 9 stations	Québec 13 stations	Ontario 17 stations	Manitoba and — et Saskat- chewan 14 stations
		dollars			
	Operating revenue:				
	Revenue from sale of air time: ¹				
1	Local time sales	2,362,893	5,874,044	7,967,958	2,988,992
2	National time sales	3,063,894	16,242,576	28,210,733	4,060,463
3	Network time sales ²	1,303,889	1,784,751	3,928,796	1,596,967
4	Total revenue from sale of air time	6,730,676	23,901,371	40,107,487	8,646,422
5	Incidental operating revenue	293,656	7,131,644	4,234,462	220,355
6	Total operating revenue	7,024,332	31,033,015	44,341,949	8,866,777
	Operating expenses:				
7	Direct remuneration	1,986,908	7,874,581	10,873,358	2,838,094
8	Fringe benefits	92,641	382,284	662,410	113,518
	Program:				
9	Talent fees	83,967	2,321,064	1,564,279	123,989
10	Raw film and audio tape, studio sets and props, and other materials and supplies,	63,965	485,179	886,071	91,797
11	Remote facilities	4,863	221,656	67,148	7,944
12	News service, music recordings and transcriptions and program rights and royalties,	108,672	215,518	436,107	82,157
13	Amortization of feature films, syndicated and other programs	527,094	4,293,617	5,866,404	550,553
14	Program distribution and customs expenses	97,280	130,270	366,589	60,431
15	Network assessments	42,663	20,795	821,288	568,127
16	Other direct program expenses	129,780	554,353	186,436	60,772
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses	67,061	185,442	341,030	96,443
18	VTR heads, and tape expenses	79,073	354,288	406,753	45,179
19	Equipment parts and supplies, and other technical expenses	112,187	211,544	412,576	101,039
20	Line charges	81,330	29,295	100,935	7,639
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity	109,918	188,091	549,191	98,399
22	Rating services	38,548	126,880	87,893	55,223
23	Sales representatives commissions	601,544	927,079	2,487,438	373,392
24	Other selling, promotion and publicity expenses	62,326	62,279	350,338	30,132
	General administration:				
25	Travel, entertainment, membership dues and subscriptions	143,816	293,406	617,846	202,559
26	Motor vehicle operating expenses	44,876	128,772	146,571	118,473
27	Rent of premises and light, heat and power	129,889	1,037,422	480,897	170,610
28	Depreciation and amortization	819,853	1,937,873	2,537,836	701,543
29	Maintenance and repairs	97,049	247,856	341,474	81,518
30	Legal, audit and other professional fees	29,923	106,797	168,120	28,220
31	Doubtful accounts	50,815	85,121	56,800	30,275
32	Station and music licence fees	184,361	978,629	1,255,065	312,002
33	Equipment rental	42,249	32,797	131,874	2,705
34	Interest on long and short term obligations	187,226	65,782	602,963	96,702
35	Other operating expenses	409,287	1,052,284	928,448	458,795
36	Total operating expenses	6,429,164	24,550,954	33,734,138	7,508,230
37	Net operating profit	595,168	6,482,061	10,607,811	1,358,547
36	<i>Average monthly number of employees</i>	<i>386</i>	<i>1,084</i>	<i>1,473</i>	<i>562</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

**TABEAU 3. Revenus et frais d'exploitation et statistique de l'emploi de la TÉLÉVISION
privée par division administrative et par région 1969**

Alberta	British Columbia — Colombie- Britannique	Total		N°
7 stations	7 stations	67 stations		
dollars				
			Revenus d'exploitation:	
			Revenu de la vente de temps-station ¹ :	
3, 225, 035	1, 756, 188	24, 175, 110	Ventes locales de temps-station	1
3, 969, 921	3, 014, 780	58, 562, 367	Ventes nationales de temps-station	2
1, 551, 552	1, 028, 516	11, 194, 471	Ventes de temps-réseau ²	3
8, 746, 508	5, 799, 484	93, 931, 948	Total, revenus de la vente de temps-station	4
387, 991	374, 400	12, 642, 508	Autres revenus d'exploitation	5
9, 134, 499	6, 173, 884	106, 574, 456	Total, revenus d'exploitation	6
			Frais d'exploitation:	
2, 453, 836	1, 539, 883	27, 566, 660	Rémunération directe	7
122, 508	60, 093	1, 433, 454	Avantages sociaux	8
			Émissions:	
146, 379	71, 852	4, 311, 530	Cachets d'artistes	9
199, 170	161, 238	1, 887, 420	Pellicule et ruban magnétique vierges, décors et accessoires de studio, autres matières et fournitures	10
39, 441	5, 253	346, 305	Frais d'émission hors studio	11
180, 992	56, 268	1, 079, 714	Services de presse, enregistrements et transcriptions musicales, droits de retransmission	12
813, 484	736, 522	12, 787, 674	Amortissement des longs métrages, des émissions d'abonnement et d'émissions diverses	13
140, 572	103, 018	898, 160	Frais d'expédition et de douane	14
379, 666	1, 971	1, 834, 510	Frais de participation	15
53, 663	117, 555	1, 102, 559	Autres frais directement imputables aux émissions	16
			Entretien technique:	
73, 290	40, 253	803, 519	Tubes pour émetteur, studios et cars de reportage	17
70, 711	22, 859	978, 863	Têtes de lecture et rubans pour magnétoscopes	18
110, 819	72, 605	1, 020, 770	Pièces détachées, fournitures et autres frais techniques	19
1, 981	30, 200	251, 380	Location de voies de liaison	20
			Vente, publicité et promotion:	
155, 628	91, 126	1, 192, 353	Publicité, promotion et propagande	21
47, 006	24, 004	379, 554	Mesure des cotes d'écoute	22
545, 803	435, 531	5, 370, 787	Commissions des représentants	23
15, 510	36, 642	557, 227	Autres frais de vente, de promotion et de propagande	24
			Administration générale:	
135, 203	118, 645	1, 511, 475	Frais de voyage, de représentation, de souscriptions et de cotisations à des associations professionnelles	25
60, 380	18, 417	517, 489	Frais d'exploitation du matériel roulant	26
152, 297	119, 917	2, 091, 032	Loyer (locaux seulement), éclairage, chauffage et énergie	27
505, 401	481, 536	6, 984, 042	Amortissement	28
106, 748	66, 526	941, 171	Entretien et réparations	29
65, 833	39, 987	438, 880	Honoraires professionnels: avocats, experts-comptables, etc.	30
15, 337	11, 082	249, 430	Créances douteuses	31
267, 235	157, 794	3, 155, 086	Droits de licence de radiodiffusion et redevances musicales	32
106, 010	115, 931	431, 566	Location de matériel	33
81, 308	125, 961	1, 159, 942	Intérêt sur obligations à long et à court terme	34
241, 845	273, 177	3, 363, 836	Autres frais d'exploitation	35
7, 288, 056	5, 135, 846	84, 646, 388	Total, frais d'exploitation	36
1, 846, 443	1, 038, 038	21, 928, 068	Bénéfice net d'exploitation	37
374	235	4, 114	Nombre moyen d'employés par mois	38

¹ Après déduction des commissions des agences de publicité et des escomptes.

² Après déduction des frais de voies de liaison et frais de service.

**TABLE 4. Operating Revenue and Expenses of the Privately-owned RADIO Broadcasting Industry
by Administrative Department and by Revenue Group, 1969**

No.		Under \$100,000 — Moins de \$100,000 43 stations	\$100,000- 249,999 112 stations	\$250,000- 499,000 102 stations	\$500,000- 749,000 28 stations
		dollars			
	Operating revenue:				
	Revenue from sale of air time: ¹				
1	Local time sales.....	2,070,537	11,527,301	18,577,068	9,374,170
2	National time sales	323,347	2,764,590	6,601,762	4,986,329
3	Network time sales ²	95,440	278,423	115,796	5,561
4	Total revenue from sale of air time	2,489,324	14,570,314	25,294,626	14,366,060
5	Incidental operating revenue.....	77,695	148,009	568,722	260,364
6	Total operating revenue.....	2,567,019	14,718,323	25,863,348	14,626,424
	Operating expenses:				
7	Direct remuneration	1,295,058	6,861,853	11,969,175	5,511,071
8	Fringe benefits	43,680	258,753	485,327	220,825
	Program:				
9	Talent fees.....	25,689	165,135	406,080	327,885
10	Raw film and audio tape studio sets and props, and other materials and supplies.....	18,315	77,885	124,577	34,208
11	Remote facilities	5,598	97,731	125,842	33,655
12	News service, music recordings and transcriptions and program rights and royalties.....	102,942	503,482	809,100	468,870
13	Amortization of feature films, syndicated and other programs.....	2,648	12,117	32,954	24,688
14	Program distribution and customs expenses.....	901	8,598	9,395	4,349
15	Network assessments.....	373	4,556	14,920	—
16	Other direct program expenses	19,667	171,891	156,315	119,604
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses.....	11,661	82,884	142,516	63,808
18	VTR heads, and tape expenses	1,055	13,290	13,405	14,088
19	Equipment parts and supplies, and other technical expenses	47,274	179,722	207,994	101,917
20	Line charges.....	56,030	100,270	148,233	102,288
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity.....	48,979	264,571	663,873	668,574
22	Rating services.....	6,645	36,710	107,431	73,886
23	Sales representatives commissions	153,225	865,493	1,822,023	1,647,296
24	Other selling, promotion and publicity expenses.....	10,352	51,129	132,422	78,390
	General administration:				
25	Travel, entertainment, membership dues and subscriptions.....	69,780	399,514	743,582	333,419
26	Motor vehicle operating expenses	36,666	171,321	311,438	169,478
27	Rent of premises and light, heat and power	114,128	533,487	843,107	446,523
28	Depreciation and amortization	236,100	869,094	1,347,569	524,754
29	Maintenance and repairs	37,637	259,012	319,261	135,205
30	Legal audit and other professional fees	37,756	178,957	251,594	214,051
31	Doubtful accounts.....	23,377	174,100	193,675	120,952
32	Station and music licence fees	65,278	359,261	818,327	510,339
33	Equipment rental.....	13,565	78,117	84,817	74,143
34	Interest on long and short term obligations	54,821	286,785	437,513	201,504
35	Other operating expenses	277,263	961,889	1,997,152	1,096,547
36	Total operating expenses	2,816,463	14,027,607	24,719,617	13,322,317
37	Net operating profit (loss)	(249,444)	690,716	1,143,731	1,304,107

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABEAU 4. Revenus et frais d'exploitation de la RADIO privée par division administrative et selon la catégorie de recettes, 1969

\$750,000- 999,999	\$1,000,000- 1,499,999	\$1,500,000 and over — et plus	Total		N°
15 stations	15 stations	14 stations	329 stations		
dollars					
				Revenus d'exploitation:	
				Revenu de la vente de temps-station ¹ :	
6,736,172	5,575,283	10,717,223	64,577,754	Ventes locales de temps-station	1
4,402,250	5,221,817	16,303,127	40,603,222	Ventes nationales de temps-station	2
1,237	1,952	84	498,493	Ventes de temps-réseau ²	3
11,139,659	10,799,052	27,020,434	105,679,469	Total, revenus de la vente de temps-station	4
123,033	864,540	366,603	2,408,966	Autres revenus d'exploitation	5
11,262,692	11,663,592	27,387,037	108,088,435	Total, revenus d'exploitation	6
				Frais d'exploitation:	
3,990,193	4,227,717	6,734,841	40,589,908	Rémunération directe	7
147,109	197,303	380,256	1,733,253	Avantages sociaux	8
				Émissions:	
211,205	468,795	806,949	2,411,738	Cachets d'artistes	9
20,503	39,465	32,539	347,492	Pellicule et ruban magnétique vierges, décors et accessoires de studio, autres matières et fournitures	10
23,247	16,157	40,907	343,137	Frais d'émission hors studio	11
383,367	357,577	731,233	3,356,571	Services de presse, enregistrements et transcriptions musicales, droits de retransmission	12
6,064	9,752	30,159	118,382	Amortissement des longs métrages, des émissions d'abonnement et d'émissions diverses	13
5,045	3,826	1,047	33,161	Frais d'expédition et de douane	14
—	—	—	19,849	Frais de participation	15
280,018	108,840	257,777	1,114,112	Autres frais directement imputables aux émissions	16
				Entretien technique:	
27,917	49,620	31,888	410,294	Tubes pour émetteur, studios et cars de reportage	17
—	2,542	37,810	82,190	Têtes de lecture et rubans pour magnétoscopes	18
69,767	54,178	99,240	760,092	Pièces détachées, fournitures et autres frais technique	19
42,375	57,293	58,450	564,939	Location de voies de liaison	20
				Vente, publicité et promotion:	
395,392	377,128	1,263,138	3,681,655	Publicité, promotion et propagande	21
48,160	47,192	110,516	430,540	Mesure des cotes d'écoute	22
1,195,819	1,027,480	3,380,982	10,092,318	Commissions des représentants	23
107,062	54,990	336,421	770,766	Autres frais de vente, de promotion et de propagande	24
				Administration général:	
270,402	255,725	467,748	2,540,170	Frais de voyage, de représentation, de souscriptions et de cotisations à des associations professionnelles	25
75,126	105,720	147,902	1,017,651	Frais d'exploitation du matériel roulant	26
283,076	266,629	426,098	2,913,048	Loyer (locaux seulement), éclairage, chauffage et énergie	27
372,733	344,766	887,348	4,582,364	Amortissement	28
77,856	91,165	257,711	1,177,847	Entretien et réparations	29
89,935	89,890	274,423	1,136,606	Honoraires professionnels: avocats, experts-comptables, etc.	30
101,527	67,982	122,485	804,098	Créance douteuses	31
366,245	389,618	904,747	3,413,815	Droits de licence de radiodiffusion et redevances musicales	32
18,142	75,797	40,053	384,634	Location de matériel	33
98,308	25,898	238,062	1,342,891	Intérêt sur obligations à long et à court terme	34
749,007	706,060	1,431,901	7,219,819	Autres frais d'exploitation	35
9,455,600	9,519,105	19,532,631	93,393,340	Total, frais d'exploitation	36
1,807,092	2,144,487	7,854,406	14,695,095	Bénéfice net (perte nette) d'exploitation	37

¹ Après déduction des commissions des agences de publicité et des escomptes.

² Après déduction des frais de voies de liaison et frais de service.

**TABLE 5. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industry,
by Administrative Department and by Revenue Group, 1969**

No.		Under \$250,000 — Moins de \$250,000	\$250,000 - 499,999	\$500,000 - 999,999	\$1,000,000 - 1,499,999
		11 stations	15 stations	15 stations	9 stations
		dollars			
	Operating revenue:				
	Revenue from sale or air time: ¹				
1	Local time sales.....	745,362	2,275,263	4,165,056	3,648,516
2	National time sales	588,521	2,034,231	4,935,484	4,168,787
3	Network time sales ²	288,454	1,220,784	1,935,671	1,732,310
4	Total revenue from sale of air time.....	1,622,337	5,530,278	11,036,211	9,549,613
5	Incidental operating revenue	66,850	135,854	233,784	293,771
6	Total operating revenue.....	1,689,187	5,666,132	11,269,995	9,843,384
	Operating expenses:				
7	Direct remuneration	586,336	1,957,298	3,439,046	3,260,648
8	Fringe benefits	19,876	85,757	156,480	175,072
	Program:				
9	Talent fees	4,990	38,307	123,757	113,175
10	Raw film and audio tape studio sets and props, and other materials and supplies.....	13,159	98,572	149,423	143,604
11	Remote facilities	829	2,148	5,888	2,813
12	News service, music recordings and transcriptions and program rights and royalties.....	25,329	40,010	143,619	94,449
13	Amortization of feature films, syndicated and other programs.....	124,288	328,223	928,188	887,417
14	Program distribution and customs expenses.....	6,998	49,195	78,909	71,555
15	Network assessments	933	139,499	1,593	47,081
16	Other direct program expenses	1,620	115,945	59,063	142,330
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses.....	19,124	71,140	123,551	102,221
18	VTR heads, and tape expenses	8,220	19,473	62,916	93,324
19	Equipment parts and supplies, and other technical expenses	16,132	82,008	138,812	129,857
20	Line charges	73,871	39,851	5,395	520
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity	7,997	40,570	144,829	178,086
22	Rating services	7,696	32,927	51,095	59,094
23	Sales representatives commissions	114,975	298,611	623,838	540,349
24	Other selling, promotion and publicity expenses.....	664	24,782	58,123	24,432
	General administration:				
25	Travel, entertainment, membership dues and subscriptions.....	47,104	117,267	193,098	236,256
26	Motor vehicle operating expenses	44,010	76,073	85,619	99,225
27	Rent of premises and light, heat and power	56,051	218,440	176,568	197,953
28	Depreciation and amortization	225,259	540,795	919,232	811,677
29	Maintenance and repairs	26,436	110,331	109,230	111,252
30	Legal audit and other professional fees	6,664	43,409	81,141	55,046
31	Doubtful accounts.....	4,236	34,135	30,276	51,338
32	Station and music licence fees.....	55,036	164,275	297,346	325,588
33	Equipment rental.....	8,697	83,537	38,448	36,400
34	Interest on long and short term obligations	28,302	122,926	22,703	85,664
35	Other operating expenses	102,454	315,362	453,099	596,038
36	Total operating expenses	1,637,286	5,290,866	8,701,285	8,672,464
37	Net operating profit.....	51,901	375,266	2,568,710	1,170,920

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABLEAU 5. Revenus et frais d'exploitation de la TÉLÉVISION privée par division administrative et selon la catégorie de recettes, 1969

\$1,500,000 - 2,999,999	\$3,000,000 and over — et plus	Total		Nº
6 stations	11 stations	67 stations		
dollars				
			Revenus d'exploitation:	
			Revenu de la vente de temps-station ¹ :	
3,370,546	9,970,367	24,175,110	Ventes locales de temps-station	1
9,665,795	37,169,549	58,562,367	Ventes nationales de temps-station	2
2,150,205	3,867,047	11,194,471	Ventes de temps-réseau ²	3
15,186,546	51,006,963	93,931,948	Total, revenu de la vente de temps-station	4
695,077	11,217,172	12,642,508	Autres revenus d'exploitation	5
15,881,623	62,224,135	106,574,456	Total, revenus d'exploitation	6
			Frais d'exploitation:	
3,360,618	14,962,714	27,566,660	Rémunération directe	7
167,305	828,964	1,433,454	Avantages sociaux	8
			Émissions:	
332,517	3,698,784	4,311,530	Cachets d'artistes	9
214,735	1,267,927	1,887,420	Pellicule et ruban magnétique vierges, décors et accessoires de studio, autres matières et fournitures	10
54,601	280,026	346,305	Frais d'émission hors studio	11
281,280	495,027	1,079,714	Services de presse, enregistrements et transcriptions musicales, droits de retransmission	12
1,093,275	9,426,283	12,787,674	Amortissement des longs métrages, des émissions d'abonnement et d'émissions diverses	13
189,571	501,932	898,160	Frais d'expédition et de douane	14
770,159	875,245	1,834,510	Frais de participation	15
134,160	649,441	1,102,559	Autres frais directement imputables aux émissions	16
			Entretien technique:	
108,192	379,291	803,519	Tubes pour émetteur, studios et cars de reportage	17
137,823	657,107	978,863	Têtes de lecture et rubans pour magnétoscopes	18
151,113	502,848	1,020,770	Pièces détachées, fournitures et autres frais techniques	19
22,153	109,590	251,380	Location de voies de liaison	20
			Vente, publicité et promotion:	
213,570	607,301	1,192,353	Publicité, promotion et propagande	21
80,903	147,839	379,554	Mesure des cotes d'écoute	22
1,169,928	2,623,086	5,370,787	Commissions des représentants	23
81,734	367,492	557,227	Autres frais de vente, de promotion et de propagande	24
			Administration générale:	
164,502	753,248	1,511,475	Frais de voyage, de représentation, de souscriptions et de decotisations à des associations professionnelles	25
61,496	151,066	517,489	Frais d'exploitation du matériel roulant	26
166,920	1,275,100	2,091,032	Loyer (locaux seulement), éclairage, chauffage et énergie	27
1,174,036	3,313,043	6,984,042	Amortissement	28
130,128	453,794	941,171	Entretien et réparations	29
73,022	179,598	438,880	Honoraires professionnels: avocats, experts-comptables, etc.	30
22,125	107,320	249,430	Créances douteuses	31
414,800	1,898,041	3,155,086	Droits de licence de radiodiffusion et redevances musicales	32
84,518	179,966	431,566	Location de matériel	33
282,835	617,512	1,159,942	Intérêt sur obligations à long et à court terme	34
613,617	1,283,266	3,363,836	Autres frais d'exploitation	35
11,751,636	48,592,851	84,646,388	Total, frais d'exploitation	36
4,129,987	13,631,284	21,928,068	Bénéfice net d'exploitation	37

¹ Après déduction des commissions des agences de publicité et des escomptes.

² Après déduction des frais de voies de liaison et frais de service.

TABLE 6. Analysis of Net Profit of the Privately-owned RADIO and TELEVISION Broadcasting Industry, 1969

TABLEAU 6. Analyse du bénéfice net des stations privées de RADIO et de TÉLÉVISION, 1969

	Dollars
Net operating profit — Bénéfice net d'exploitation:	
Radio	14,695,095
Télévision	21,928,068
Net operating profit — Total — Bénéfice net d'exploitation	36,623,163
Other revenue and adjustments — Revenus et redressements divers	13,877,915
Less other expenses and adjustments — Moins autres frais et redressements	13,278,587
Other revenue net of other expenses — Autres revenus nets après déductions des autres frais	599,328
Net profit related to broadcasting activities (before income taxes) — Bénéfice net (avant l'impôt), activité reliée à la radiodiffusion	37,222,491
Net loss derived from activities not related to broadcasting — Perte nette, activité non reliée à la radiodiffusion	(3,220,283)
Net profit (before income taxes) — Total — Bénéfice net avant l'impôt	34,002,208
Provision for income taxes — Provision pour l'impôt sur le revenu	16,257,246
Net profit to August 31, 1969 — Bénéfice net au 31 août 1969	17,744,962

TABLE 7. Balance Sheet Data of the RADIO and TELEVISION Broadcasting Industry, 1969

TABLEAU 7. Bilan de l'industrie de la RADIO et de la TÉLÉVISION, 1969

	Private stations — Stations privées		CBC — Société Radio-Canada	Total
	Related to broad-casting activities	Not related to broadcasting activities		
	Activité reliée à la radiodiffusion	Activité non reliée à la radiodiffusion		
	dollars			
Current assets — Actif disponible ou réalisable à court terme:				
Cash — Encaisse	7,521,893	—	(1,162,000)	6,359,893
Temporary investments — Placements temporaires	18,686,459	—	6,939,000	25,625,459
Receivable — net — Comptes à recevoir — nets	35,107,744	—	4,594,000	39,701,744
Inventories — Stocks	2,873,166	—	2,968,000	5,841,166
Other current assets — Autres éléments de l'actif disponible	12,996,283	—	15,145,000	28,141,283
Current assets¹ — Total — De l'actif disponible ou réalisable à court terme¹	77,185,545	34,282,804	28,484,000	139,952,349
Current liabilities — Passif à court terme:				
Bank loans — Emprunts bancaires	15,095,255	—	—	15,095,255
Accounts payable and accrued liabilities — Comptes à payer et passif couru	19,333,431	—	14,853,000	34,186,431
Dividends payable — Dividendes à verser	902,965	—	—	902,965
Income taxes payable — Impôts sur le revenu à payer	6,321,822	—	—	6,321,822
Other current liabilities — Autres éléments du passif à court terme	7,665,917	—	3,991,000	11,656,917
Current liabilities¹ — Total — Du passif à court terme¹	49,319,390	20,675,874	18,844,000	88,839,264
Working capital — Fonds de roulement	27,866,155	13,606,930	9,640,000	51,113,085
Other assets and liabilities — Autres éléments de l'actif et du passif:				
Property, plant and equipment — Terrains, bâtiments, installations et matériel	176,871,957	—	171,841,000	348,712,957
Accumulated depreciation — Amortissement accumulé	(95,978,855)	—	(69,986,000)	(165,964,855)
Other assets — Autres éléments d'actif	42,602,293	—	—	42,602,293
Deferred credits — Comptes différés	(2,928,968)	—	—	(2,928,968)
Long term debt — Dette à long terme	(41,779,482)	—	—	(41,779,482)
Other assets and liabilities not classified above — Autres éléments de l'actif et du passif non classés ci-dessus	1,550,754	—	—	1,550,754
Other assets net of other liabilities ¹ — Autres éléments de l'actif après déduction des autres éléments de passif ¹	80,337,699	(2,378,275)	101,855,000	179,814,424
Net worth at August 31, 1969 — Valeur nette au 31 aout, 1969	108,203,854	11,228,655	111,495,000	230,927,509

¹ Figures will not add down in columns 2 and 4 due to unavailability of detail of data not related to broadcasting activities for private stations. — L'addition des éléments des colonnes 2 et 4 ne donnera pas le montant indiqué, vu que les chiffres sur l'activité non reliée à la radiodiffusion dans les stations privées ne sont pas disponibles.

TABLE 8. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1969
TABLEAU 8. Détail des terrains, des installations et du matériel, industrie de la RADIO et de la TÉLÉVISION, 1969

Fixed asset classification — Classification des immobilisations	Radio stations — Stations de radio			Television stations — Stations de télévision		
	Private stations — Stations privée	CBC — Société Radio-Canada	Total	Private stations — Stations privée	CBC — Société Radio-Canada	Total
	dollars					
Land — Terrains.....	6,325,446	1,681,000	8,006,446	1,514,179	6,723,000	8,237,179
Land improvements — Améliorations foncières	171,516	—	171,516	362,519	—	362,519
Buildings — Bâtiments.....	12,491,223	10,442,000	22,933,223	18,234,076	41,767,000	60,001,076
Tower and antenna system — Installations de pylônes et d'antennes.....	6,257,529	—	6,257,529	9,500,352	—	9,500,352
Transmitter equipment — Matériel émetteur	23,907,835	—	23,907,835	16,313,933	—	16,313,933
Studio and technical equipment — Matériel technique de studio.....	17,493,938	20,586,000	38,079,938	42,872,055	82,346,000	125,218,055
Mobile equipment — Matériel de reportage	425,803	—	425,803	2,178,766	—	2,178,766
Automobiles and trucks — Voitures et camions	1,312,204	529,000	1,841,204	644,743	2,119,000	2,763,743
Furniture and fixtures — Ameublement et aménagement.....	5,153,239	1,130,000	6,283,239	3,486,373	4,518,000	8,004,373
Other property, plant and equipment — Autres immobilisations corporelles.....	1,083,471	—	1,083,471	604,897	—	604,897
Leasehold improvements — Améliorations locatives	3,480,476	—	3,480,476	815,650	—	815,650
Miscellaneous — Divers.....	1,895,571	—	1,895,571	346,163	—	346,163
Property, plant and equipment — Total — Immobilisations corporelles.....	79,998,251	34,368,000	114,366,251	96,873,706	137,473,000	234,346,706
Accumulated depreciation — Amortissement accumulé	42,418,723	13,997,000	56,415,723	53,560,132	55,989,000	109,549,132
Property, plant and equipment net of accumulated depreciation at August 31, 1969 — Total — Terrains installations et matériel après déduction de l'amortissement accumulé au 31 août 1969	37,579,528	20,371,000	57,950,528	43,313,574	81,484,000	124,797,574
	Radio and television stations — Stations de radio et de télévision					
	Private stations — Stations privée		CBC — Société Radio-Canada		Total	
	dollars					
Land — Terrains	7,839,625		8,404,000		16,243,625	
Land improvements — Améliorations foncières	534,035		—		534,035	
Buildings — Bâtiments.....	30,725,299		52,209,000		82,934,299	
Tower and antenna system — Installations de pylônes et d'antennes	15,757,881		—		15,757,881	
Transmitter equipment — Matériel émetteur	40,221,768		—		40,221,768	
Studio and technical equipment — Matériel technique de studio.....	60,365,993		102,932,000		163,297,993	
Mobile equipment — Matériel de reportage	2,604,569		—		2,604,569	
Automobiles and trucks — Voitures et camions	1,956,947		2,648,000		4,604,947	
Furniture and fixtures — Ameublement et aménagement.....	8,639,612		5,648,000		14,287,612	
Other property, plant and equipment — Autres immobilisations corporelles.....	1,688,368		—		1,688,368	
Leasehold improvements — Améliorations locatives.....	4,296,126		—		4,296,126	
Miscellaneous — Divers.....	2,241,734		—		2,241,734	
Property, plant and equipment — Total — Immobilisations corporelles.....	176,871,957		171,841,000		348,712,957	
Accumulated depreciation — Amortissement accumulé.....	95,978,855		69,986,000		165,964,855	
Property, plant and equipment net of accumulated depreciation at August 31, 1969 — Total — Terrains installations et matériel après déduction de l'amortissement accumulé au 31 août 1969	80,893,102		101,855,000		182,748,102	

TABLE 9. Detail of Net Worth of the RADIO and TELEVISION Broadcasting Industry, 1968 and 1969

TABLERAU 9. Détail de la valeur nette, industrie de la RADIO et de la TÉLÉVISION, 1968 et 1969

	Balance at August 31, 1968 — Solde au 31 août 1968	Balance at August 31, 1969 — Solde au 31 août 1969
	dollars	
Net worth — Valeur nette:		
Preferred share capital — Capital-actions privilégié	18,216,475	27,679,645
Common share capital — Capital-actions ordinaire	43,533,857	36,011,932
Retained earnings — Bénéfices réinvestis	52,955,681	64,913,528
Other net worth balances — Autres éléments de la valeur nette	96,856,072	102,322,404
Net worth — Total — Valeur nette	211,562,085	230,927,509

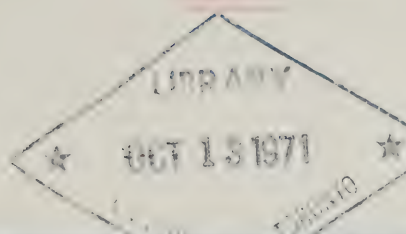
TABLE 10. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry by Staff Categories, 1969

TABLERAU 10. Traitements, salaires et avantages sociaux et statistique de l'emploi de la RADIO et de la TÉLÉVISION par catégorie de personnel, 1969

	Total remuneration — Rémunération totale			Average monthly number of employees — Moyenne mensuelle du nombre d'employés		
	Private stations — Stations privées	CBC — Société Radio-Canada	Total	Private stations — Stations privée	CBC — Société Radio-Canada	Total
	dollars					
Program (including talent fees paid to staff) — Émissions (y compris les cachets versés à des membres du personnel)	37,591,269	44,789,000	82,380,269	5,534	4,275	9,809
Technical maintenance — Entretien technique	8,650,557	22,486,000	31,136,557	1,223	2,229	3,452
Sales, advertising and promotion (including commissions paid to staff) — Vente, publicité et promotion (y compris les commissions versées à des membres du personnel)	14,304,547	3,130,000	17,434,547	1,464	238	1,702
General administration (including direct pension pay- ments) — Administration générale (y compris les pen- sions de retraite versées directement)	15,886,760	24,857,000	40,743,760	2,031	2,393	4,424
Directors' fees and emoluments — Jetons de présence et autre rémunération des administrateurs	567,756	24,000	591,756	154	—	154
Total	77,000,889	95,286,000	172,286,889	10,406	9,135	19,541

Radio and Television Broadcasting

1970



Radiodiffusion et télévision



DOMINION BUREAU OF STATISTICS — BUREAU FÉDÉRAL DE LA STATISTIQUE
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RADIO AND TELEVISION BROADCASTING

RADIODIFFUSION ET TÉLÉVISION

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SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.

SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique.

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- r nombres rectifiés.

RADIO AND TELEVISION BROADCASTING

RADIODIFFUSION ET TÉLÉVISION

1970

INTRODUCTION

This publication contains the results of an annual survey conducted by the Dominion Bureau of Statistics with respect to the Canadian Radio and Television Broadcasting Industry. The data presented herein were compiled from information reported in DBS questionnaires, which were completed by the Canadian Broadcasting Corporation and the licensees of the private commercial broadcasting stations in operation during 1970. These questionnaires were just redesigned for the 1969 reporting year in order to utilize a new "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry". This code of accounts was developed by the Canadian Association of Broadcasters and has enabled DBS to publish a more uniform presentation of various income, expenses, assets and liabilities classifications. However, a somewhat modified tabular format for 1969 and 1970 became necessary as a result of these new questionnaires. As in previous years, these questionnaires have served the statistical requirements of the Canadian Radio-Television Commission as well as DBS and have avoided duplication of effort and eased the burden on the licensees. This publication is primarily intended to provide information to the broadcasting industry to assist the individual station operators to assess their performance with regard to other stations in similar area and operating revenue groups. It has also proved useful to advertisers, advertising agencies, various allied trades as well as the general public.

Tables 1 to 3 show separate operating data for the private and public sectors of the broadcasting industry. Tables 9, 11, 13 and 14 also embrace the activities of the entire Radio and Television Broadcasting Industry. The remaining tables present data for the privately-owned sector of the industry only and do not include the activities of the CBC.

New regulations were introduced by the CRTC during the 1968 reporting year requiring the licensees of all radio and television broadcasting stations to report a uniform fiscal period ending August 31 each year. As a result, all information contained in this report is presented for the fiscal year ended August 31, 1970.

Ce bulletin présente les résultats d'une enquête annuelle du Bureau fédéral de la statistique sur l'industrie de la radiodiffusion et de la télévision au Canada. Les données proviennent des questionnaires remplis par la Société Radio-Canada et par les titulaires de licences de stations commerciales privées en activité en 1970. On a remanié les questionnaires pour l'année 1969 afin d'utiliser une nouvelle "Méthode uniforme de classification des comptes—radio et télévision". Ce plan comptable normalisé, mis au point par l'Association canadienne des radiodiffuseurs, a permis au B.F.S. d'élaborer une présentation plus uniforme des différentes catégories de revenu, de dépenses, d'actif et de passif. Il faut cependant noter qu'une modification de la présentation des tableaux s'imposait par suite de l'utilisation de ces nouveaux questionnaires. Comme par les années passées, les questionnaires ont répondu aux exigences statistiques du Conseil de la radio-télévision canadienne et du B.F.S., ont permis d'éviter des chevauchements inutiles et ont allégé le fardeau des titulaires de licences. Cette publication a pour but principal de fournir des renseignements sur l'industrie de la radio-télévision qui permettent aux exploitants de stations privées d'évaluer leur rendement par comparaison avec d'autres stations appartenant à des régions et des tranches de recettes semblables. Elle s'est aussi révélée utile aux annonceurs, aux agences de publicité, aux diverses activités connexes, de même qu'au grand public.

Les Tableaux 1, 2 et 3 fournissent des données distinctes sur l'exploitation pour les secteurs privé et public de la radio-télévision. Les Tableaux 9, 11, 13 et 14 aussi les activités de l'ensemble de la radio-télévision. Les autres tableaux portent que sur le secteur privé; Radio-Canada n'y est pas prise en compte.

Le C.R.T.C. a établi en 1968 un nouveau règlement en vertu duquel les titulaires de licences de stations de radio et de télévision sont tenus de produire une déclaration portant sur un exercice financier uniforme, qui se termine le 31 août de chaque année. Les renseignements que renferme le présent bulletin portent donc sur l'exercice financier terminé le 31 août 1970.

REVIEW OF SURVEY RESULTS

The radio and television broadcasting industry registered an increase in operating revenue for the year under review compared to the previous year's operations. Between 1969 and 1970, total revenue from sale of air time rose by 3.2 per cent (from \$236.7 million to \$244.3 million), and total operating revenue rose by 4.3 per cent (from \$252.5 million to \$263.3 million). Of the total operating revenue, radio broadcasting accounted for \$116.4 million or 44.2 per cent and television broadcasting \$146.9 million or 55.8 per cent.

In 1970, revenue from sale of national and network air time represented 60.7 per cent and local time sales 39.3 per cent of the total revenue from sale of air time of \$244.3 million. Local time sales, and national and network time sales increased by 4.9 per cent and 2.1 per cent respectively since 1969, while incidental operating revenue which includes syndication revenue, production revenue, and merchandising and promotion revenue, increased by 20.2 per cent from 1970 to total \$19.0 million.

Total operating expenses of the broadcasting industry increased by \$15.2 million in 1970 from \$382.0 million to \$397.2 million. This increase is mainly accounted for by an increase of \$16.0 million for salaries, wages, fringe benefits and talent fees which is partially offset by a decrease of \$3.5 million in sales representatives commissions. However, total operating revenue including parliamentary grants of \$164.7 million provided to the CBC, exceeded these expenses, resulting in a net operating profit of \$30.8 million for 1970. This is a decrease of \$5.8 million from the net operating profit earned in 1969.

An analysis of the operating revenue of the CBC (for the year ended August 31, 1970) reveals that the radio operations of the corporation account for only 5.0 per cent of its total broadcasting revenue compared to 53.8 per cent for the private broadcasting sector. The revenue for the CBC is arrived at after deducting certain payments to private stations and commissions to advertising agencies and other networks.

Some stations have sources of revenue, and incur expenses which are not normally associated with broadcasting operations. DBS classifies investment income and gain on disposal of fixed assets in the "other revenue and adjustments" category. "Other expenses and adjustments" would include such items as amortization of intangible assets. In 1970, other revenue net of other expenses totalled \$4.2 million compared with

ANALYSE DES RÉSULTATS DE L'ENQUÊTE

Au cours de l'année observée, les recettes d'exploitation de l'industrie de la radiodiffusion et de la télévision ont augmenté par rapport à celles de l'année dernière. De 1969 à 1970, le produit total de la vente de temps d'antenne s'est accru de 3.2 p. 100 (244.3 millions de dollars contre 236.7 millions), et les recettes totales d'exploitation, de 4.3 p. 100 (263.3 millions de dollars contre 252.5 millions). Les recettes d'exploitation de la radiodiffusion ont été de 116.4 millions de dollars (44.2 p. 100 des recettes totales d'exploitation) et celles de la télévision de 146.9 millions de dollars (55.8 p. 100 des recettes totales d'exploitation).

En 1970, le produit de la vente de temps d'antenne national et de temps d'antenne réseau et le produit de la vente de temps d'antenne local représentaient respectivement 60.7 p. 100 et 39.3 p. 100 du produit total de la vente de temps d'antenne. Depuis 1969, les ventes de temps d'antenne local ont augmenté de 4.9 p. 100; les ventes de temps d'antenne national et les ventes de temps d'antenne réseau ont augmenté de 2.1 p. 100; par contre, les autres recettes d'exploitation (ventes de droits d'abonnement, recettes provenant de la production, recettes provenant de la publicité et de la promotion) ont augmenté de 20.2 p. 100, pour atteindre 19.0 millions de dollars.

Les dépenses d'exploitation sont passées, entre 1969 et 1970, de 382.0 millions de dollars à 397.2 millions, soit une augmentation de 15.2 millions. Une partie importante de cet accroissement est attribuable à l'augmentation de 16.0 millions de dollars des rémunérations, des avantages sociaux et des cachets (bien qu'elle ait été en partie réduite par une diminution des commissions des représentants). Toutefois, les recettes d'exploitation, y compris la subvention du Parlement de 164.7 millions de dollars versée à Radio-Canada, ont dépassé ces dépenses; le bénéfice net d'exploitation a donc été de 30.8 millions de dollars, soit 5.8 millions de dollars de moins qu'en 1969.

Une analyse des recettes d'exploitation de Radio-Canada (pour l'année terminée le 31 août 1970) révèle que les recettes de Radio-Canada ne représentent que 5.0 p. 100 des recettes totales provenant de la radiotélévision, comparativement à 53.8 p. 100 dans le secteur privé. Pour calculer les recettes nettes de Radio-Canada, on déduit certains paiements faits aux stations privées et les commissions versées aux agences de publicité et à d'autres réseaux.

Certaines stations ont des sources de recettes et des dépenses qui sont étrangères à la radiotélévision. Le B.F.S. range le revenu de placements et la plus-value dans le poste "Autres recettes et redressements". Le poste "Autres dépenses et redressements" comprend des éléments tel l'amortissement des valeurs incorporelles. En 1970, les autres recettes, après déduction des autres dépenses, se sont montées à 4.2 millions de dollars, contre \$599,238

\$599,328 in 1969. Net loss derived from activities not related to broadcasting amounted to \$1.8 million in 1970 compared to \$3.2 million in 1969. Provision for income taxes by the profitable companies amounted to \$19.4 million in 1970 compared with \$16.3 million in 1969. In 1970, the private broadcasters achieved a net profit after income taxes of \$13.8 million to August 31, representing a 22.5 per cent decrease from the net profit of \$17.7 million earned in 1969.

In 1970, there were 19,576 employees engaged in the broadcasting industry, almost the same as in 1969. Salaries and wages paid by the industry totalled \$171.8 million, an increase of \$15.5 million or 9.9 per cent over 1969. Fringe benefits, which include such expenses as staff pensions and hospitalization insurance totalled \$10.4 million, a rise of 5.2 per cent from 1969.

Table 4 presents the operations of the privately-owned radio broadcasting industry for 1970 by administrative department and by area. All areas showed an operating profit for the year. There were no significant increases in any area over 1969 although Quebec showed a decrease of \$945,000. On a Canada-wide basis, the privately-owned radio broadcasting industry showed a net operating profit of \$13.2 million in 1970.

Table 5 provides the operations of the privately-owned television broadcasting industry by administrative department and by area for 1970. All areas show an overall operating profit in 1970. The net operating profit for Canada totalled \$17.6 million, a decrease of \$4.3 million from the profit reported in 1969.

Tables 6 and 7 show the operating results of the privately-owned radio and television broadcasting industry by administrative department and by operating revenue group.

In Table 6, radio stations with annual revenue of less than \$100,000 lost money averaging \$13,175 per station. Radio stations with operating revenue exceeding \$1.5 million had an average profit of \$659,333. For television, Table 7 shows an average profit of \$9,032 per station for stations with operating revenue under \$250,000 compared with an average profit of \$4,718 in 1969. The average profit for stations having operating revenue of \$3.0 million and over was \$1,091,099 compared with \$1,239,208 in 1969.

Table 8 carries forward the net operating profit from Table 1. It then shows the addition of other revenue and adjustments related to broadcasting activities as well as other expenses and adjustments. This table also shows the net loss derived from activities not related to broadcasting, following which it shows the net profit before income taxes, which amounted to \$33,182,458. After

en 1969. La perte nette découlant des activités étrangères à la radiotélévision s'élevait à 1.8 million, contre 3.2 millions en 1969. La provision pour impôts sur le revenu des sociétés était de 19.4 millions en 1970, contre 16.3 millions l'année précédente. En 1970, le bénéfice net des stations privées, après déduction de l'impôt sur le revenu, s'est établi à 13.8 millions de dollars, soit une diminution de 22.5 p. 100 sur le bénéfice net de 17.7 millions réalisé en 1969.

Les effectifs totaux étaient à peu près les mêmes qu'en 1969 (19,576). Le montant des rémunérations a été de 171.8 millions de dollars, soit 15.5 millions ou 9.9 p. 100 de plus qu'en 1969. Les avantages sociaux, qui comprennent des dépenses telles les pensions de retraite et l'assurance-hospitalisation, ont atteint 10.4 millions, soit une augmentation de 5.2 p. 100 par rapport à 1969.

Le Tableau 4 présente les opérations de la radiodiffusion privée par service administratif et par région. Les stations ont réalisé un bénéfice d'exploitation dans toutes les régions. Il n'y a eu d'augmentations marquées dans aucune région; au Québec, par contre, le bénéfice net a diminué de \$945,000. A l'échelle nationale, le secteur privé de la radiodiffusion a réalisé en 1970 un bénéfice net d'exploitation de 13.2 millions de dollars.

Le Tableau 5 présente les opérations de la télévision privée par service administratif et par région. Les opérations se sont soldées, pour toutes les régions par un bénéfice d'exploitation. Pour le Canada, le bénéfice net d'exploitation a été de 17.6 millions, soit 4.3 millions de moins qu'en 1969.

Les Tableaux 6 et 7 donnent les résultats d'exploitation de la radiotélévision privée, par service administratif et par tranche de recettes.

Le Tableau 6 indique que les stations de radio dont les recettes annuelles sont inférieures à \$100,000 ont accusé des pertes moyennes de \$13,175 par station. Les stations de radio dont les recettes d'exploitation dépassent 1.5 million de dollars ont réalisé un bénéfice moyen de \$659,333. Le Tableau 7 indique que le bénéfice moyen des stations de télévision dont les recettes sont inférieures à \$250,000 a été de \$9,032, contre \$4,718 en 1969. Le bénéfice moyen des stations de télévision dont les recettes d'exploitation dépassent 3.0 millions de dollars a été de \$1,091,099, contre \$1,239,208 en 1969.

Le bénéfice net d'exploitation est reporté du Tableau 1 au Tableau 8; on y a ajouté les autres recettes et redressements reliés à la radiotélévision de même que les autres dépenses et redressements. Ce tableau indique également la perte nette découlant des activités étrangères à la radiotélévision et le bénéfice net, avant impôts sur le revenu, soit \$33,182,458. Le secteur privé a déclaré, au 31 août,

a provision of \$19.4 million for income taxes, the privately-owned sector of the broadcasting industry reported a net profit of \$13.8 million to August 31, 1970. This represents a decrease of \$4.0 million from the net profit of \$17.7 million reported in 1969.

Table 9 is a statement showing separate balance sheet data of the private stations and the CBC at August 31, 1970. The net worth position of the industry at the end of the reporting period stood at \$296.1 million compared with \$230.9 million in 1969.

Table 10, published for the first time shows balance sheet data of the private stations by area.

Table 11 provides detail of the amount reported for property, plant and equipment in Table 9 separately for the CBC and private stations.

Table 12 provides detail of property, plant and equipment for the private stations by area. This table also is being published for the first time. Investment in plant and equipment net of depreciation in Quebec and Ontario was \$30.0 million and \$32.5 million respectively out of a Canada total of \$91.3 million.

Table 13 shows detail of the amount reported in Table 9 for net worth of the industry at August 31, 1970 with comparative data at August 31, 1969.

Salaries, wages and fringe benefits, and employee statistics by staff categories is presented in Table 14, showing separate detail of the private and public sectors of the broadcasting industry for 1970.

un bénéfice net de 13.8 millions de dollars, après déduction de 19.4 millions de dollars sur les 17.7 millions déclarés en 1969.

Les données du bilan des stations privées et de Radio-Canada au 31 août 1970 apparaissent séparément au Tableau 9. En fin d'exercice, la situation nette de l'industrie de la radiodiffusion et de la télévision s'établissait à 296.1 millions de dollars, contre 230.9 millions en 1969.

Le Tableau 10 est publié pour la première fois; il donne un bilan des activités du secteur privé par région.

Le Tableau 11 donne en détail le montant déclaré pour les terrains, les bâtiments, les installations et le matériel de Radio-Canada et du secteur privé.

Le Tableau 12 donne, par région, le détail des immobilisations en terrains, en bâtiments, en installations et en matériel du secteur privé. Ce tableau est publié pour la première fois également. Après déduction de l'amortissement, les immobilisations en installations et en matériel ont été de 30.0 millions de dollars au Québec et de 32.5 millions de dollars en Ontario; pour le Canada, ce total était de 91.3 millions de dollars.

Le Tableau 13 donne le détail de la situation nette déclarée au Tableau 9 au 31 août 1970 avec les données comparatives au 31 août 1969.

Les rémunérations, les avantages sociaux et les effectifs par catégorie de personnel figurent au Tableau 14; on y donne des chiffres distincts pour le secteur privé et le secteur public.

CONCEPTS

Operating Revenue and Expenses

All broadcasting stations report revenue received from local, national and network time sales, net of advertising agency commissions, trade discounts, and line and service charges. In the case of network time sales, arrangements are generally made by the advertiser or the advertising agency directly with the radio and television networks. The individual stations show as revenue only the amount that was received from the network to which it is affiliated.

The revenue and expenses of the CTV Television Network Limited are included in Ontario in Table 5. In Table 7, the operations of this network are included in the revenue group which is

Recettes et dépenses d'exploitation

Toutes les stations de radiodiffusion et de télévision déclarent le produit de la vente de temps d'antenne national et local et de temps d'antenne réseau, déduction faite des commissions versées aux agences de publicité, des remises sur facture, des frais de location de voies de liaison et des frais de service. En ce qui concerne les ventes de temps d'antenne réseau, les annonceurs ou les agences de publicité s'entendent d'ordinaire directement avec les réseaux. Les stations individuelles n'indiquent comme recettes que le montant reçu du réseau auquel elles sont affiliées.

Les recettes et les dépenses du *CTV Television Network Limited* sont comprises dans l'Ontario, au Tableau 5. Au Tableau 7, les opérations de ce réseau sont prises en compte dans la tranche de recettes

applicable. In both these tables, the CTV network not being a station is not included in the station count. Although it is not possible to measure the average performance of stations in the particular groups in which the CTV network is included, this weakness is outweighed by the advantages gained in obtaining true totals for the privately-owned television broadcasting industry.

This survey covers the activities of all private commercial broadcasting stations. Stations operating on a non-commercial basis such as those operated by religious and educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by area and by revenue group has been based on the individual returns filed, i.e., if a company filed separate returns for AM and FM operations, each return was considered a separate entity for purposes of classifying the results by area and by revenue group. The station count is based on the number of private commercial broadcasting stations in operation during the period under review.

appropriée. Comme le réseau C.T.V. n'est pas considéré comme une station, il n'est pas compris dans le nombre de stations. Même s'il est impossible de mesurer le rendement moyen des stations classées dans les groupes comprenant le réseau CTV, cette lacune est compensée par le fait qu'on peut ainsi obtenir des totaux exacts pour la télévision privée.

L'enquête couvre les activités de toutes les stations commerciales privées. Les stations non commerciales (les stations exploitées par des établissements d'enseignement, par exemple) ne sont pas prises en compte. Les tableaux portant sur les résultats d'exploitation des stations de radio comprennent les émissions AM et FM. La répartition des stations par région et par tranche de recettes est fondée sur les déclarations individuelles produites; ainsi, si une station a fourni des données distinctes pour des émissions AM et FM, chaque déclaration a été traitée séparément dans le classement des résultats par région et par tranche de recettes. Le nombre de stations a été établi d'après le nombre de stations privées de radiodiffusion et de télévision commerciales en activité pendant la période observée.

**TABLE 1. Operating Revenue and Expenses and Employee Statistics of the
RADIO and TELEVISION Broadcasting Industry, 1969 and 1970**

No.		Radio stations — Stations de radio			
		1969		1970	
		Private stations Stations privées	CBC Radio-Canada	Private stations Stations privées	CBC Radio-Canada
		dollars			
	Operating revenue:				
	Revenue from sale of air time ¹				
1	Local time sales	64, 577, 754	679, 000	70, 767, 915	810, 000
2	National time sales	40, 603, 222	628, 000	40, 571, 075	663, 000
3	Network time sales ²	498, 493	497, 000 ^F	473, 757	381, 000
4	Total revenue from sale of air time	105, 679, 469	1, 804, 000^F	111, 812, 747	1, 854, 000
5	Incidental operating revenue	2, 408, 966	15, 000	2, 735, 464	21, 000
6	Total operating revenue	108, 088, 435	1, 819, 000^F	114, 548, 211	1, 875, 000
7	Parliamentary grants ³	—	37, 068, 000	—	35, 896, 000
8	Total operating revenue and parliamentary grants	108, 088, 435	38, 887, 000^F	114, 548, 211	37, 771, 000
	Operating expenses:				
9	Direct remuneration	40, 589, 908	18, 954, 000	47, 053, 692	18, 397, 000
10	Fringe benefits	1, 733, 253	1, 450, 000	1, 954, 841	1, 393, 000
11	Talent fees	2, 411, 738	4, 673, 000	1, 736, 556	4, 408, 000
12	Raw film and audio tape, studio sets and props, and other materials and supplies.	347, 492	416, 000	363, 658	1, 494, 000
13	Remote facilities	343, 137	—	507, 394	—
14	News service, music recordings and transcriptions, and program rights and royalties.	3, 356, 571	292, 000	3, 705, 264	758, 000
15	Amortization of feature films, syndicated and other programs	118, 382	—	138, 562	—
16	Program distribution and customs expenses	33, 161	—	34, 397	—
17	Network assessments	19, 849	—	14, 040	—
18	Other direct program expenses	1, 114, 112	772, 000	1, 054, 661	715, 000
19	Transmitter, studio and mobile unit tubes expenses	410, 294	152, 000	443, 706	123, 000
20	VTR heads, and tape expenses	82, 190	—	46, 085	—
21	Equipment parts and supplies, and other technical expenses	760, 092	375, 000	827, 827	425, 000
22	Line charges	564, 939	2, 822, 000	574, 105	2, 494, 000
23	Advertising, promotion and publicity	3, 681, 655	510, 000	3, 515, 617	389, 000
24	Rating services	430, 540	138, 000	546, 091	157, 000
25	Sales representatives commissions	10, 092, 318	60, 000	7, 871, 496	70, 000
26	Other selling, promotion and publicity expenses	770, 766	—	895, 653	—
27	Travel, entertainment, membership dues and subscriptions	2, 540, 170	609, 000	2, 746, 734	476, 000
28	Motor vehicle operating expenses	1, 017, 651	112, 000	1, 107, 451	110, 000
29	Rent of premises, and light, heat and power	2, 913, 048	961, 000	2, 885, 424	956, 000
30	Depreciation and amortization	4, 582, 364	2, 366, 000	4, 940, 022	2, 042, 000
31	Maintenance and repairs	1, 177, 847	306, 000	1, 164, 875	259, 000
32	Legal, audit and other professional fees	1, 136, 606	43, 000	1, 802, 469	63, 000
33	Doubtful accounts	804, 098	2, 000	1, 091, 795	2, 000
34	Station licence fees	1, 723, 196	—	1, 301, 607	—
35	Music licence fees	1, 690, 619	333, 000	2, 486, 793	209, 000
36	Equipment rental	384, 634	105, 000	475, 356	132, 000
37	Interest on long and short term obligations	1, 342, 891	1, 138, 000	1, 476, 067	1, 359, 000
38	Other operating expenses	7, 219, 819	2, 298, 000 ^F	8, 569, 975	1, 340, 000
39	Total operating expenses	93, 393, 340	38, 887, 000^F	101, 332, 213	37, 771, 000
40	Net operating profit including parliamentary grants	14, 695, 095	—	13, 215, 998	—
41	<i>Average monthly number of employees</i>	<i>6, 292</i>	<i>1, 827</i>	<i>6, 278</i>	<i>1, 830</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

**TABEAU 1. Recettes et dépenses d'exploitation et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1969 et 1970**

Television stations — Stations de télévision					
1969		1970			
Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada		N°
dollars					
				Recettes d'exploitation:	
				Produit de la vente de temps d'antenne ¹ :	
24,175,110	2,001,000	21,828,364	2,467,000	Ventes de temps d'antenne local	1
58,562,367	11,236,000	63,033,095	12,551,000	Ventes de temps d'antenne national	2
11,194,471	16,594,000 ^r	11,045,419	19,693,000	Ventes de temps d'antenne réseau ²	3
93,931,948	29,831,000 ^r	95,906,878	34,711,000	Total, produit de la vente de temps d'antenne	4
12,642,508	736,000	15,258,472	993,000	Autres recettes d'exploitation	5
106,574,456	30,567,000	111,165,350	35,704,000	Total, recettes d'exploitation	6
—	129,002,000	—	128,811,000	Subvention du Parlement ³	7
106,574,456	159,569,000 ^r	111,165,350	164,515,000	Total, recettes d'exploitation et subvention	8
				Dépenses d'exploitation:	
27,566,660	69,204,000	32,742,186	73,589,000	Rémunérations directes	9
1,433,454	5,293,000	1,505,185	5,574,000	Avantages sociaux	10
4,311,530	17,063,000	4,722,124	17,631,000	Cachets	11
1,887,420	8,122,000	2,135,166	5,977,000	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures	12
346,305	—	180,403	—	Frais d'émission hors studio	13
1,079,714	2,910,000	1,104,180	3,030,000	Services de presse, enregistrements et transcriptions musicaux, droits de retransmission	14
12,787,674	13,081,000	12,246,696	13,230,000	Amortissement (longs métrages, émissions souscrites et émissions diverses)	15
898,160	—	826,038	—	Frais d'expédition et droits de douane	16
1,834,510	—	2,382,598	—	Frais de participation au réseau	17
1,102,559	3,317,000	1,367,952	2,862,000	Autres frais directement imputables aux émissions	18
803,519	557,000	851,582	491,000	Tubes pour émetteurs, studios et cars de reportage	19
978,863	—	1,175,508	—	Têtes d'enregistrement lecture et rubans magnétoscopiques	20
1,020,770	1,727,000	1,077,059	1,701,000	Pièces détachées, fournitures et autres frais techniques	21
251,380	9,393,000	292,350	9,974,000	Location de voies de liaison	22
1,192,353	1,860,000	1,600,902	1,554,000	Publicité et promotion	23
379,554	502,000	434,671	627,000	Établissement des cotes, d'écoute	24
5,370,787	221,000	4,044,623	282,000	Commissions des représentants	25
557,227	—	619,083	—	Autres frais de vente, de promotion et de publicité	26
1,511,475	2,225,000	1,602,540	1,905,000	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles	27
517,489	407,000	516,619	442,000	Frais d'exploitation du matériel roulant	28
2,091,032	3,511,000	2,576,761	3,826,000	Loyer (locaux seulement), éclairage, chauffage et énergie	29
6,984,042	9,464,000	7,856,476	8,360,000	Amortissement	30
941,171	1,116,000	945,882	1,036,000	Entretien et réparations	31
438,880	158,000	567,329	254,000	Frais juridiques, de vérification et d'autres services professionnels	32
249,430	8,000	345,352	8,000	Créances douteuses	33
1,165,613	—	1,260,019	—	Licence de diffusion	34
1,989,473	1,216,000	2,074,845	837,000	Droits d'exécution publique (musique)	35
431,566	382,000	495,918	528,000	Location de matériel	36
1,159,942	4,157,000	1,492,742	5,437,000	Intérêt sur des engagements à long et à court terme	37
3,363,836	3,675,000 ^r	4,496,253	5,360,000	Autres dépenses d'exploitation	38
84,646,388	159,569,000 ^r	93,539,042	164,515,000	Total dépenses d'exploitation	39
21,928,068	—	17,626,308	—	Bénéfice net d'exploitation (y compris des subvention du Parlement) ..	40
4,114	7,308	4,149	7,319	Effectifs mensuels moyens	41

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

³ Radio-Canada porte l'amortissement en réduction de ses recettes d'exploitations; ces sommes ont été ajoutées à la subvention du Parlement.

**TABLE 2. Operating Revenue and Expenses and Employee Statistics of the
RADIO and TELEVISION Broadcasting Industry, 1969 and 1970**

No.		Radio and television stations — Stations de radio et de télévision		
		1969		
		Private stations — Stations privées	CBC Radio-Canada	Total
		dollars		
	Operating revenue:			
	Revenue from sale of air time: ¹			
1	Local time sales	88,752,864	2,680,000	91,432,864
2	National time sales.....	99,165,589	11,864,000	111,029,589
3	Network time sales ²	11,692,964	17,091,000	28,783,964
4	Total revenue from sale of air time	199,611,417	31,635,000	231,246,417
5	Incidental operating revenue	15,051,474	751,000	15,802,474
6	Total operating revenue	214,662,891	32,386,000	247,048,891
7	Parliamentary grants ³	—	166,070,000	166,070,000
8	Total operating revenue and parliamentary grants	214,662,891	198,456,000	413,118,891
	Operating expenses:			
9	Direct remuneration	68,156,568	88,158,000	156,314,568
10	Fringe benefits	3,166,707	6,743,000	9,909,707
11	Talent fees	6,723,268	21,736,000	28,459,268
12	Raw film and audio tape, studio sets and props, and other materials and supplies	2,234,912	8,538,000	10,772,912
13	Remote facilities	689,442	—	689,442
14	News service, music recordings and transcriptions, and program rights and royalties	4,436,285	3,202,000	7,638,285
15	Amortization of feature films, syndicated and other programs	12,906,056	13,081,000	25,987,056
16	Program distribution and customs expenses	931,321	—	931,321
17	Network assessments	1,854,359	—	1,854,359
18	Other direct program expenses	2,216,671	4,089,000	6,305,671
19	Transmitter, studio and mobile unit tubes expenses	1,213,813	709,000	1,922,813
20	VTR heads, and tape expenses	1,061,053	—	1,061,053
21	Equipment parts and supplies, and other technical expenses	1,780,862	2,102,000	3,882,862
22	Line charges	816,319	12,215,000	13,031,319
23	Advertising, promotion and publicity	4,874,008	2,370,000	7,244,008
24	Rating services	810,094	640,000	1,450,094
25	Sales representatives commissions	15,463,105	281,000	15,744,105
26	Other selling, promotion and publicity expenses	1,327,993	—	1,327,993
27	Travel, entertainment, membership dues and subscriptions	4,051,645	2,834,000	6,885,645
28	Motor vehicle operating expenses	1,535,140	519,000	2,054,140
29	Rent of premises, and light, heat and power	5,004,080	4,472,000	9,476,080
30	Depreciation and amortization	11,566,406	11,830,000	23,396,406
31	Maintenance and repairs	2,119,018	1,422,000	3,541,018
32	Legal, audit and other professional fees	1,575,486	201,000	1,776,486
33	Doubtful accounts	1,053,528	10,000	1,063,528
34	Station licence fees	2,888,809	—	2,888,809
35	Music licence fees	3,680,092	1,549,000	5,229,092
36	Equipment rental	816,200	487,000	1,303,200
37	Interest on long and short term obligations	2,502,833	5,295,000	7,797,833
38	Other operating expenses	10,583,655	5,973,000	16,556,655
39	Total operating expenses	178,039,728	198,456,000	376,495,728
40	Net operating profit including parliamentary grants	36,623,163	—	36,623,163
41	<i>Average monthly number of employees</i>	<i>10,406</i>	<i>9,135</i>	<i>19,541</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

**TABLEAU 2. Recettes et dépenses d'exploitation et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1969 et 1970**

Radio and television stations — Stations de radio et de télévision				
1970				
Private stations — Stations privées	CBC — Radio-Canada	Total		Nº
dollars				
			Recettes d'exploitation:	
			Produit de la vente de temps d'antenne ¹ :	
92,596,279	3,277,000	95,873,279	Ventes de temps d'antenne local	1
103,604,170	13,214,000	116,818,170	Ventes de temps d'antenne national	2
11,519,176	20,074,000	31,593,176	Ventes de temps d'antenne réseau ²	3
207,719,625	36,565,000	244,284,625	Total, produit de la vente de temps d'antenne	4
17,993,936	1,014,000	19,007,936	Autres recettes d'exploitation	5
225,713,561	37,579,000	263,292,561	Total, recettes d'exploitation	6
—	164,707,000	164,707,000	Subvention du Parlement ³	7
225,713,561	202,286,000	427,999,561	Total, recettes d'exploitation et subvention	8
			Dépenses d'exploitation:	
79,795,878	91,986,000	171,781,878	Rémunérations directes	9
3,460,026	6,967,000	10,427,026	Avantages sociaux	10
6,458,680	22,039,000	28,497,680	Cachets	11
2,498,824	7,471,000	9,969,824	Pellicule et ruban magnétique vierges, décors et accessoires de studio, et autres matières et fournitures.	12
687,797	—	687,797	Frais d'émission hors studio	13
4,809,444	3,788,000	8,597,444	Services de presse, enregistrements et transcriptions musicaux, droits de retransmission.	14
12,385,258	13,230,000	25,615,258	Amortissement (longs métrages, émissions souscrites et émissions di- verses).	15
860,435	—	860,435	Frais d'expédition et droits de douane	16
2,396,638	—	2,396,638	Frais de participation au réseau	17
2,422,613	3,577,000	5,999,613	Autres frais directement imputables aux émissions	18
1,295,288	614,000	1,909,288	Tubes pour émetteurs, studios et cars de reportage	19
1,221,593	—	1,221,593	Têtes d'enregistrement-lecture et rubans magnétoscopiques	20
1,904,886	2,126,000	4,030,886	Pièces détachés, fournitures et autres frais techniques	21
866,455	12,468,000	13,334,455	Location de voies de liaison	22
5,116,519	1,943,000	7,059,519	Publicité et promotion	23
980,762	784,000	1,764,762	Établissement des cotes, d'écoute	24
11,916,119	352,000	12,268,119	Commissions des représentants	25
1,514,736	—	1,514,736	Autres frais de vente, de promotion et de publicité	26
4,349,274	2,381,000	6,730,274	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.	27
1,624,070	552,000	2,176,070	Frais d'exploitation du matériel roulant	28
5,462,185	4,782,000	10,244,185	Loyer (locaux seulement éclairage, chauffage et énergie	29
12,796,498	10,402,000	23,198,498	Amortissement	30
2,110,757	1,295,000	3,405,757	Entretien et réparations	31
2,369,798	317,000	2,686,798	Frais juridiques de vérification et d'autre services professionnels	32
1,437,147	10,000	1,447,147	Créances douteuses	33
2,561,626	—	2,561,626	Licence de diffusion	34
4,561,638	1,046,000	5,607,638	Droits d'exécution publique (musique)	35
971,274	660,000	1,631,274	Location de matériel	36
2,968,809	6,796,000	9,764,809	Intérêt sur les engagements à long et à court terme	37
13,066,228	6,700,000	19,766,228	Autres dépenses d'exploitation	38
194,871,255	202,286,000	397,157,255	Total, dépenses d'exploitation	39
30,842,306	—	30,842,306	Bénéfice net d'exploitation (y compris des subvention du Parlement)	40
10,427	9,149	19,576	Effectifs mensuels moyens	41

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

³ Radio-Canada porte l'amortissement en réduction de ses recettes d'exploitations; ces sommes ont été ajoutées à la subvention du Parlement.

**TABLE 3. Operating Revenue and Expenses and Employee Statistics of the
RADIO and TELEVISION Broadcasting Industry, 1970**

No.		Radio stations Stations de radio			Television stations Stations de télévision	
		Private stations — Stations privées	CBC Radio-Canada	Total	Private stations — Stations privées	CBC Radio-Canada
		dollars				
	Operating revenue:					
	Revenue from sale of air time ¹					
1	Local time sales	70,767,915	810,000	71,577,915	21,828,364	2,467,000
2	National time sales	40,571,075	663,000	41,234,075	63,033,095	12,551,000
3	Network time sale ²	473,757	381,000	854,757	11,045,419	19,693,000
4	Total revenue from sale of air time	111,812,747	1,854,000	113,666,747	95,906,878	34,711,000
5	Incidental operating revenue	2,735,464	21,000	2,756,464	15,258,472	993,000
6	Total operating revenue	114,548,211	1,875,000	116,423,211	111,165,350	35,704,000
7	Parliamentary grants ³	—	35,896,000	35,896,000	—	128,811,000
8	Total operating revenue and parliamentary grants	114,548,211	37,771,000	152,319,211	111,165,350	164,515,000
	Operating expenses:					
9	Direct remuneration	47,053,692	18,397,000	65,450,692	32,742,186	73,589,000
10	Fringe benefits	1,954,841	1,393,000	3,347,841	1,505,185	5,574,000
11	Talent fees	1,736,556	4,408,000	6,144,556	4,722,124	17,631,000
12	Raw film and audio tape, studio sets and props, and other materials and supplies	363,658	1,494,000	1,857,658	2,135,166	5,977,000
13	Remote facilities	507,394	—	507,394	180,403	—
14	News service, music recordings and transcriptions, and program rights and royalties	3,705,264	758,000	4,463,264	1,104,180	3,030,000
15	Amortization of feature films, syndicated and other programs	138,562	—	138,562	12,246,696	13,230,000
16	Program distribution and customs expenses	34,397	—	34,397	826,038	—
17	Network assessments	14,040	—	14,040	2,382,598	—
18	Other direct program expenses	1,054,661	715,000	1,769,661	1,367,952	2,862,000
19	Transmitter, studio and mobile unit tubes expenses	443,706	123,000	566,706	851,582	491,000
20	VTR heads, and tape expenses	46,085	—	46,085	1,175,508	—
21	Equipment parts and supplies, and other technical expenses	827,827	425,000	1,252,827	1,077,059	1,701,000
22	Line charges	574,105	2,494,000	3,068,105	292,350	9,974,000
23	Advertising, promotion and publicity	3,515,617	389,000	3,904,617	1,600,902	1,554,000
24	Rating services	546,091	157,000	703,091	434,671	627,000
25	Sales representatives commissions	7,871,496	70,000	7,941,496	4,044,623	282,000
26	Other selling, promotion and publicity expenses	895,653	—	895,653	619,083	—
27	Travel, entertainment, membership dues and subscriptions	2,746,734	476,000	3,222,734	1,602,540	1,905,000
28	Motor vehicle operating expenses	1,107,451	110,000	1,217,451	516,619	442,000
29	Rent of premises, and light, heat and power	2,885,424	956,000	3,841,424	2,576,761	3,826,000
30	Depreciation and amortization	4,940,022	2,042,000	6,982,022	7,856,476	8,360,000
31	Maintenance and repairs	1,164,875	259,000	1,423,875	945,882	1,036,000
32	Legal, audit and other professional fees	1,802,469	63,000	1,865,469	567,329	254,000
33	Doubtful accounts	1,091,795	2,000	1,093,795	345,352	8,000
34	Station licence fees	1,301,607	—	1,301,607	1,260,019	—
35	Music licence fees	2,486,793	209,000	2,695,793	2,074,845	837,000
36	Equipment rental	475,356	132,000	607,356	495,918	528,000
37	Interest on long and short term obligations	1,476,067	1,359,000	2,835,067	1,492,742	5,437,000
38	Other operating expenses	8,569,975	1,340,000	9,909,975	4,496,253	5,360,000
39	Total operating expenses	101,332,213	37,771,000	139,103,213	93,539,042	164,515,000
40	Net operating profit including parliamentary grants	13,215,998	—	13,215,998	17,626,308	—
41	Average monthly number of employees	6,278	1,830	8,108	4,149	7,319

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

**TABLEAU 3. Recettes et dépenses d'exploitation et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1970**

Television stations Stations de télévision	Radio and television stations — Stations de radio et de télévision				N°
Total	Private stations — Stations privées	CBC — Radio-Canada	Total		
dollars					
				Recettes d'exploitation:	
				Produit de la vente de temps d'antenne ¹ :	
24, 295, 364	92, 596, 279	3, 277, 000	95, 873, 279	Ventes de temps d'antenne local	1
75, 584, 095	103, 604, 170	13, 214, 000	116, 818, 170	Ventes de temps d'antenne national	2
30, 738, 419	11, 519, 176	20, 074, 000	31, 593, 176	Ventes de temps d'antenne réseau ²	3
130, 617, 878	207, 719, 625	36, 565, 000	244, 284, 625	Total, produit de la vente de temps d'antenne	4
16, 251, 472	17, 993, 936	1, 014, 000	19, 007, 936	Autres recettes d'exploitation	5
146, 869, 350	225, 713, 561	37, 579, 000	263, 292, 561	Total, recettes d'exploitation	6
128, 811, 000	—	164, 707, 000	164, 707, 000	Subvention du Parlement ³	7
275, 680, 350	225, 713, 561	202, 286, 000	427, 999, 561	Total, recettes d'exploitation et subvention	8
				Dépenses d'exploitation:	
106, 331, 186	79, 795, 878	91, 986, 000	171, 781, 878	Rémunérations directes	9
7, 079, 185	3, 460, 026	6, 967, 000	10, 427, 026	Avantages sociaux	10
22, 353, 124	6, 458, 680	22, 039, 000	28, 497, 680	Cachets	11
8, 112, 166	2, 498, 824	7, 471, 000	9, 969, 824	Pellicule et ruban magnétique vierges, décors et accessoires de studio, et autres matières et fournitures.	12
180, 403	687, 797	—	687, 797	Frais d'émission hors studio	13
4, 134, 180	4, 809, 444	3, 788, 000	8, 597, 444	Services de presse, enregistrements et transcriptions musicaux droits de retransmission.	14
25, 476, 696	12, 385, 258	13, 230, 000	25, 615, 258	Amortissement (longs métrages, émissions souscrites et émissions diverses).	15
826, 038	860, 435	—	860, 435	Frais d'expédition et droits de douane	16
2, 382, 598	2, 396, 638	—	2, 396, 638	Frais de participation au réseau	17
4, 229, 952	2, 422, 613	3, 577, 000	5, 999, 613	Autres frais directement imputables aux émissions	18
1, 342, 582	1, 295, 288	614, 000	1, 909, 288	Tubes pour émetteurs, studios et cars de reportage	19
1, 175, 508	1, 221, 593	—	1, 221, 593	Têtes d'enregistrement — lecture et rubans magnétoscopiques	20
2, 778, 059	1, 904, 886	2, 126, 000	4, 030, 886	Pièces détachées, fournitures et autres frais techniques	21
10, 266, 350	866, 455	12, 468, 000	13, 334, 455	Location de voies de liaison	22
3, 154, 902	5, 116, 519	1, 943, 000	7, 059, 519	Publicité et promotion	23
1, 061, 671	980, 762	784, 000	1, 764, 762	Établissement des cotes, d'écoute	24
4, 326, 623	11, 916, 119	352, 000	12, 268, 119	Commissions des représentants	25
619, 083	1, 514, 736	—	1, 514, 736	Autres frais de vente, de promotion et de publicité	26
3, 507, 540	4, 349, 274	2, 381, 000	6, 730, 274	Frais de déplacement et de représentation; souscriptions et cotisa- tions à des associations professionnelles.	27
958, 619	1, 624, 070	552, 000	2, 176, 070	Frais d'exploitation du matériel roulant	28
6, 402, 761	5, 462, 185	4, 782, 000	10, 244, 185	Loyer (locaux seulement), éclairage, chauffage et énergie	29
16, 216, 476	12, 796, 498	10, 402, 000	23, 198, 498	Amortissement	30
1, 981, 882	2, 110, 757	1, 295, 000	3, 405, 757	Entretien et réparations	31
821, 329	2, 369, 798	317, 000	2, 686, 798	Frais juridiques de vérification et d'autre services professionnels ..	32
353, 352	1, 437, 147	10, 000	1, 447, 147	Créances douteuses	33
1, 260, 019	2, 561, 626	—	2, 561, 626	Licence de diffusion	34
2, 911, 845	4, 561, 638	1, 046, 000	5, 607, 638	Droits d'exécution publique (musique)	35
1, 023, 918	971, 274	660, 000	1, 631, 274	Location de matériel	36
6, 929, 742	2, 968, 809	6, 796, 000	9, 764, 809	Intérêt sur les engagements à long et à court terme	37
9, 856, 253	13, 066, 228	6, 700, 000	19, 766, 228	Autres dépenses d'explicitation	38
258, 054, 042	194, 871, 255	202, 286, 000	397, 157, 255	Total, dépenses d'exploitation	39
17, 626, 308	30, 842, 306	—	30, 842, 306	Bénéfice net d'exploitation (y compris des subvention du Parlement) ..	40
11, 468	10, 427	9, 149	19, 576	Effectifs mensuels moyens	41

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

³ Radio-Canada porte l'amortissement en réduction de ses recettes d'exploitations; ces sommes ont été ajoutées à la subvention du Parlement.

TABLE 4. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry, by Administrative Department and by Area, 1970

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince-Édouard 11 stations	Nova Scotia — Nouvelle-Écosse 19 stations	New Brunswick — Nouveau-Brunswick 10 stations	Québec 70 stations	Ontario 115 stations
		dollars				
	Operating revenue:					
	Revenue from sale of air time: ¹					
1	Local time sales	1,838,315	2,602,324	1,881,664	14,662,989	24,566,183
2	National time sales	480,689	941,784	560,563	9,975,288	18,479,532
3	Network time sales ²	143,937	(8,047)	2,709	58,767	20,625
4	Total revenue from sale of air time	2,462,941	3,536,061	2,444,936	24,697,044	43,066,340
5	Incidental operating revenue	13,687	3,435	18,103	413,410	1,476,039
6	Total operating revenue	2,476,628	3,539,496	2,463,039	25,110,454	44,542,379
	Operating expenses:					
7	Direct remuneration	1,201,974	1,764,149	1,187,987	10,059,341	17,468,171
8	Fringe benefits	39,705	73,604	38,305	389,120	828,082
	Program:					
9	Talent fees	7,138	8,458	5,760	715,935	606,073
10	Raw film and audio tape, studio sets and props, and other materials and supplies	17,447	18,258	10,667	100,901	115,407
11	Remote facilities	7,764	10,734	3,099	242,890	82,570
12	News service, music recordings and transcriptions, and program rights and royalties	83,808	88,429	112,894	680,766	1,469,970
13	Amortization of feature films, syndicated and other programs....	6,713	6,023	1,488	21,650	68,873
14	Program distribution and customs expenses	1,552	913	812	6,860	10,354
15	Network assessments	—	—	—	2,543	8,767
16	Other direct program expenses	45,632	69,908	9,283	348,354	366,436
	Technical maintenance:					
17	Transmitter, studio and mobile unit tubes expenses	15,461	17,902	6,243	73,663	126,972
18	VTR heads, and tape expenses	25	2,327	457	25,955	2,263
19	Equipment parts and supplies, and other technical expenses	23,624	26,491	41,037	210,133	319,503
20	Line charges	43,312	15,511	19,672	133,419	173,874
	Sales, advertising and promotion:					
21	Advertising, promotion and publicity	29,389	51,493	35,802	884,970	1,349,982
22	Rating services	13,744	18,517	10,423	111,409	230,274
23	Sales representatives commissions	61,024	159,468	87,056	2,260,695	3,427,630
24	Other selling, promotion and publicity expenses	18,143	31,252	3,064	136,970	510,199
	General administration:					
25	Travel, entertainment, membership dues and subscriptions	60,606	125,714	58,790	566,097	930,279
26	Motor vehicle operating expenses	19,818	35,839	23,248	264,187	317,594
27	Rent of premises, and light, heat and power	107,601	123,461	57,336	698,330	878,474
28	Depreciation and amortization	118,730	135,519	147,160	1,235,923	2,014,613
29	Maintenance and repairs	38,437	44,548	22,854	351,769	412,771
30	Legal, audit and other professional fees	13,052	34,736	25,545	873,766	501,763
31	Doubtful accounts	36,301	41,336	27,461	250,900	375,662
32	Station licence fees	26,646	37,002	38,539	310,444	464,639
33	Music licence fees	58,425	75,876	21,740	505,528	989,189
34	Equipment rental	15,154	26,505	2,031	133,475	127,183
35	Interest on long and short term obligations	4,192	57,518	39,578	162,699	552,541
36	Other operating expenses	197,106	332,397	176,411	1,767,533	3,609,025
37	Total operating expenses	2,312,523	3,433,888	2,214,742	23,526,225	38,339,133
38	Net operating profit	164,105	105,608	248,297	1,584,229	6,203,246
39	<i>Average monthly number of employees</i>	<i>189</i>	<i>267</i>	<i>192</i>	<i>1,346</i>	<i>2,238</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABLEAU 4. Recettes et dépenses d'exploitation et effectifs de l'industrie de la RADIODIFFUSION privée, par service administratif et par région, 1970

Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie-Britannique et Yukon	Total		N°
16 stations	20 stations	23 stations	54 stations	338 stations		
dollars						
2,849,319	3,599,000	7,198,717	11,569,404	70,767,915	Recettes d'exploitation:	
1,630,618	1,310,241	3,060,158	4,132,202	40,571,075	Produits de la vente de temps d'antenne ¹ :	
58,501	119,616	61,644	16,005	473,757	Ventes de temps d'antenne local	1
4,538,438	5,028,857	10,320,519	15,717,611	111,812,747	Ventes de temps d'antenne national	2
48,880	117,609	138,898	505,403	2,735,464	Ventes de temps d'antenne réseau ²	3
4,587,318	5,146,466	10,459,417	16,223,014	114,548,211	Total, produit de la vente de temps d'antenne	4
					Autres recettes d'exploitation	5
					Total, recettes d'exploitation	6
1,871,659	2,480,582	4,282,179	6,737,650	47,053,692	Dépenses d'exploitation:	
103,792	68,839	157,823	255,571	1,954,841	Rémunérations directes	7
					Avantages sociaux	8
30,263	36,878	125,700	200,351	1,736,556	Émissions:	
6,236	11,158	30,195	53,389	363,658	Cachets	9
7,162	38,576	33,446	81,153	507,394	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures.	10
165,920	183,352	336,117	584,008	3,705,264	Frais d'émission hors studio	11
3,333	1,348	15,590	13,544	138,562	Services de presse, enregistrements et transcriptions musicales, droits de retransmission.	12
1,189	2,979	6,289	3,449	34,397	Amortissement (longs métrages, émissions souscrites et émissions diverses).	13
—	—	1,730	1,000	14,040	Frais d'expédition et droits de douane	14
56,243	64,643	39,112	55,050	1,054,661	Frais de participation au réseau	15
					Autres frais directement imputables aux émissions	16
36,204	46,716	46,411	74,134	443,706	Entretien technique:	
3,924	2,615	385	8,134	46,085	Tubes pour émetteurs, studios et cars de reportage	17
31,874	20,952	60,845	93,368	827,827	Têtes de lecture et rubans magnétoscopiques	18
26,283	31,487	30,826	99,721	574,105	Pièces détachées, fournitures et autres frais techniques	19
					Location de voies de liaison	20
184,287	178,690	315,882	485,122	3,515,617	Ventes, publicité et promotion:	
31,654	20,737	43,619	65,714	546,091	Publicité et promotion	21
215,285	174,163	677,341	808,834	7,871,496	Établissement des cotes d'écoute	22
13,613	12,547	98,714	71,151	895,653	Commissions des représentants	23
					Autres frais de vente, de promotion et de publicité	24
114,492	188,872	301,423	400,461	2,746,734	Administration générale:	
77,370	55,435	90,667	223,293	1,107,451	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.	25
111,589	239,624	274,169	394,840	2,885,424	Frais d'exploitation du matériel roulant	26
175,360	165,721	304,413	642,583	4,940,022	Loyer (locaux seulement), éclairage, chauffage et énergie	27
42,599	39,757	52,561	159,579	1,164,875	Amortissement	28
39,083	40,512	73,978	200,034	1,802,469	Entretien et réparations	29
47,626	59,847	112,893	139,769	1,091,795	Frais juridiques, de vérification et d'autres services professionnels	30
68,365	60,754	121,561	173,657	1,301,607	Créances douteuses	31
103,007	116,313	219,047	397,668	2,486,793	Droits de licence de diffusion	32
15,061	19,783	26,553	109,611	475,356	Droits d'exécution publique (musique)	33
368,746	59,127	52,643	179,023	1,476,067	Location de matériel	34
38,767	343,635	681,930	1,423,171	8,569,975	Intérêt sur les engagements à long et à court terme	35
3,990,986	4,765,642	8,614,042	14,135,032	101,332,213	Autres frais d'exploitation	36
596,332	380,824	1,845,375	2,087,982	13,215,998	Total, dépenses d'exploitation	37
252	404	559	831	6,278	Bénéfice net d'exploitation	38
					Effectifs mensuels moyens	39

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 5. Operating Revenue and Expenses and Employee Statistics of the Privately-owned TELEVISION Broadcasting Industry by Administrative Department and by Area, 1970

No.		Atlantic Provinces — Provinces de l'Atlantique	Québec	Ontario	Manitoba and — et Saskatchewan
		10 stations	13 stations	17 stations	12 stations
		dollars			
	Operating revenue:				
	Revenue from sale of air time ¹				
1	Local time sales	2,374,895	5,832,535	5,310,788	2,799,696
2	National time sales	2,756,760	16,746,227	31,548,353	3,976,953
3	Network time sales ²	1,410,128	1,936,251	3,869,889	1,340,201
4	Total revenue from sale of air time	6,541,783	24,515,013	40,729,030	8,116,850
5	Incidental operating revenue	276,978	8,346,628	5,643,296	200,120
6	Total operating revenue	6,818,761	32,861,641	46,372,326	8,316,970
	Operating expenses:				
7	Direct remuneration	2,302,336	9,207,331	13,993,403	2,750,506
8	Fringe benefits	97,647	426,975	688,317	109,356
	Program:				
9	Talent fees	100,132	2,428,427	1,887,926	98,066
10	Raw film and audio tape, studio sets and props, and other materials and supplies	73,171	538,657	1,014,859	155,677
11	Remote facilities	2,257	13,459	105,122	3,307
12	News service, music recordings and transcriptions, and program rights and royalties	115,250	291,986	510,486	73,872
13	Amortization of feature films, syndicated and other programs	645,792	4,210,241	5,153,641	573,292
14	Program distribution and customs expenses	96,521	135,505	268,682	69,127
15	Network assessments	184,634	27,023	1,309,804	446,749
16	Other direct program expenses	73,497	796,188	284,390	79,994
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses	89,178	149,473	406,949	108,488
18	VTR heads, and tape expenses	82,577	373,851	510,805	53,061
19	Equipment parts and supplies, and other technical expenses	101,450	190,657	476,243	98,609
20	Line charges	108,757	30,195	107,295	145
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity	117,979	272,875	875,545	100,865
22	Rating services	42,329	131,334	129,796	56,598
23	Sales representatives commissions	231,125	1,166,604	1,474,651	301,991
24	Other selling, promotion and publicity expenses	54,516	24,236	467,683	21,716
	General administration:				
25	Travel, entertainment, membership dues and subscriptions	139,347	319,399	666,854	194,091
26	Motor vehicle operating expenses	40,140	140,856	165,943	79,743
27	Rent of premises and light, heat and power	137,956	1,020,489	971,053	158,033
28	Depreciation and amortization	765,559	2,285,253	2,919,668	695,810
29	Maintenance and repairs	87,960	252,289	373,920	60,260
30	Legal, audit and other professional fees	33,520	169,293	197,048	22,847
31	Doubtful accounts	30,965	157,365	78,803	14,202
32	Station licence fees	93,079	386,962	524,224	105,719
33	Music licence fees	107,289	647,860	816,019	181,232
34	Equipment rental	49,781	43,757	168,120	2,436
35	Interest on long and short term obligations	220,870	77,976	867,058	101,666
36	Other operating expenses	490,202	1,361,168	1,655,271	365,066
37	Total operating expenses	6,715,816	27,277,684	39,069,578	7,082,524
38	Net operating profit	102,945	5,583,957	7,302,748	1,234,446
39	Average monthly number of employees	353	1,109	1,649	400

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

**TABLEAU 5. Recettes et dépenses d'exploitation et effectifs de l'industrie de la TÉLÉVISION
privée par service administratif et par région, 1970**

Alberta	British Columbia — Colombie- Britannique	Total		N°
7 stations	7 stations	66 stations		
dollars				
			Recettes d'exploitation:	
			Produits de la vente de temps d'antenne ¹ :	
3,663,841	1,846,609	21,828,364	Ventes de temps d'antenne local	1
4,454,829	3,549,973	63,033,095	Ventes de temps d'antenne national	2
1,466,853	1,022,097	11,045,419	Ventes de temps d'antenne réseau ²	3
9,585,523	6,418,679	95,906,878	Total, produit de la vente de temps d'antenne	4
407,469	383,981	15,258,472	Autres recettes d'exploitation	5
9,992,992	6,802,660	111,165,350	Total, recettes d'exploitation	6
			Dépenses d'exploitation:	
2,671,917	1,816,693	32,742,186	Rémunérations directes	7
106,687	76,203	1,505,185	Avantages sociaux	8
			Émissions:	
145,471	62,102	4,722,124	Cachets	9
175,268	177,534	2,135,166	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures	10
52,091	4,167	180,403	Frais d'émission hors studio	11
61,970	50,616	1,104,180	Services de presse, enregistrements et transcriptions musicales, droits de retransmission	12
934,213	729,517	12,246,696	Amortissement (longs métrages, émissions souscrites et émissions diverses)	13
147,184	109,019	826,038	Frais d'expédition et droits de douane	14
396,532	17,856	2,382,598	Frais de participation au réseau	15
16,023	117,860	1,367,952	Autres frais directement imputables aux émissions	16
			Entretien technique:	
43,609	53,885	851,582	Tubes pour émetteurs, studios et cars de reportage	17
119,246	35,968	1,175,508	Têtes de lecture et rubans magnétoscopiques	18
135,681	74,419	1,077,059	Pièces détachées, fournitures et autres frais techniques	19
4,893	41,065	292,350	Location de voies de liaison	20
			Ventes, publicité et promotion:	
148,431	85,207	1,600,902	Publicité et promotion	21
48,035	26,579	434,671	Établissement des cotes d'écoute	22
434,508	435,744	4,044,623	Commissions des représentants	23
20,295	30,637	619,083	Autres frais de vente, de promotion et de publicité	24
			Administration générale:	
153,043	129,806	1,602,540	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles	25
67,738	22,199	516,619	Frais d'exploitation du matériel roulant	26
155,852	133,378	2,576,761	Loyer (locaux seulement), éclairage, chauffage et énergie	27
618,037	572,149	7,856,476	Amortissement	28
94,691	76,762	945,882	Entretien et réparations	29
90,719	53,902	567,329	Frais juridiques, de vérifications et d'autres services professionnels	30
53,914	10,103	345,352	Créances douteuses	31
82,690	67,345	1,260,019	Droits de licence de diffusion	32
203,205	119,240	2,074,845	Droits d'exécution publique (musique)	33
96,088	135,736	495,918	Location de matériel	34
75,896	149,276	1,492,742	Intérêt sur les engagements à long et à court terme	35
335,802	288,744	4,496,253	Autres frais d'exploitation	36
7,689,729	5,703,711	93,539,042	Total, dépenses d'exploitation	37
2,303,263	1,098,949	17,626,308	Bénéfice net d'exploitation	38
388	250	4,149	Effectifs mensuels moyens	39

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 6. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry by Administrative Department and by Revenue Group, 1970

No.		Under \$100,000 — Moins de \$100,000	\$100,000 - 149,999	\$150,000 - 199,999	\$200,000 - 249,999	\$250,000 - 374,999	\$375,000 - 499,999
		94 stations	41 stations	34 stations	29 stations	50 stations	29 stations
		dollars					
	Operating revenue:						
	Revenue from sale of air time ¹						
1	Local time sales	2,906,356	3,547,912	4,073,259	5,171,504	11,336,827	7,980,279
2	National time sales	657,104	869,669	1,002,271	1,053,412	3,535,795	2,730,634
3	Network time sales ²	157,720	31,027	124,792	(1,084)	67,590	15,654
4	Total revenue from sale of air time	3,721,180	4,448,608	5,200,322	6,223,832	14,940,212	10,726,567
5	Incidental operating revenue	156,974	73,457	205,547	56,613	390,121	182,142
6	Total operating revenue	3,878,154	4,522,065	5,405,869	6,280,445	15,330,333	10,908,709
	Operating expenses:						
7	Direct remuneration	2,504,617	2,161,746	2,473,987	2,937,126	7,635,985	5,611,856
8	Fringe benefits	75,566	59,671	77,970	112,874	290,353	244,400
	Program:						
9	Talent fees	28,347	11,339	54,965	98,522	107,225	153,436
10	Raw film and audio tape, studio sets and props, and other materials and supplies	23,710	15,930	9,854	25,153	55,802	41,127
11	Remote facilities	9,514	19,556	30,188	27,132	55,154	59,028
12	News service, music recordings and transcriptions, and program rights and royalties	171,573	218,107	223,000	184,629	556,833	333,425
13	Amortization of feature films, syndicated and other programs	9,424	2,497	3,885	3,025	25,980	17,333
14	Program distribution and customs expenses	2,265	1,977	1,559	4,584	6,933	4,409
15	Network assessments	—	—	—	—	11,497	2,543
16	Other direct program expenses	72,631	54,497	80,765	24,196	131,196	104,155
	Technical maintenance:						
17	Transmitter, studio and mobile unit tubes expenses	33,797	22,018	18,127	25,475	71,960	58,400
18	VTR heads, and tape expenses	3,301	616	3,604	1,386	10,528	2,378
19	Equipment parts and supplies, and other technical expenses	109,274	64,879	88,293	65,050	144,369	70,031
20	Line charges	73,191	50,669	57,423	32,545	100,830	57,260
	Sales, advertising and promotion:						
21	Advertising, promotion and publicity	66,331	69,277	59,732	112,557	367,791	229,709
22	Rating services	13,000	6,431	12,622	18,349	78,521	59,133
23	Sales representatives commissions	140,862	165,561	216,691	332,879	660,376	418,848
24	Other selling, promotion and publicity expenses	29,765	24,522	15,237	17,014	186,837	65,862
	General administration:						
25	Travel, entertainment, membership dues and subscriptions	125,140	121,500	145,275	170,645	449,395	302,148
26	Motor vehicle operating expenses	61,443	53,489	68,420	55,312	194,225	141,036
27	Rent of premises, and light, heat and power	162,624	140,818	185,954	194,773	475,446	316,281
28	Depreciation and amortization	444,837	226,771	285,566	282,466	831,904	531,358
29	Maintenance and repairs	49,615	83,412	72,145	94,398	191,217	137,432
30	Legal, audit and other professional fees	117,962	69,049	86,871	86,723	160,957	118,746
31	Doubtful accounts	43,220	59,441	57,991	88,706	159,202	130,797
32	Station licen fees	28,283	36,007	43,866	60,369	172,263	157,237
33	Music license fees	57,635	61,254	98,078	85,364	282,145	224,373
34	Equipment rental	31,378	43,093	51,246	51,448	43,097	53,286
35	Interest on long and short term obligations	90,701	98,375	64,810	103,348	300,100	202,674
36	Other operating expenses	536,923	389,286	358,605	403,488	1,133,470	755,833
37	Total operating expenses	5,116,929	4,331,788	4,946,729	5,699,536	14,891,591	10,604,534
38	Net operating profit (loss)	(1,238,775)	190,277	459,140	580,909	438,742	304,175
39	Average monthly number of employees	376	363	437	536	1,117	825

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABLEAU 6. Recettes et dépenses d'exploitation et effectifs de l'industrie de la RADIODIFFUSION privée par service administratif et par tranche de recettes, 1970

\$500.000 - 749,999	\$750.000 - 999,999	\$1.000.000 - 1.499,999	\$1.500.000 and over — et plus	Total		Nº
22 stations	18 stations	10 stations	11 stations	338 stations		
dollars						
					Recettes d'exploitation:	
					Produits de la vente de temps d'antenne ¹ :	
8,563,312	9,387,065	6,479,772	11,321,629	70,767,915	Ventes de temps d'antenne local	1
4,015,978	6,059,647	4,473,120	16,173,445	40,571,075	Ventes de temps d'antenne national	2
74,330	2,377	1,351	—	473,757	Ventes de temps d'antenne réseau ²	3
12,653,620	15,449,089	10,954,243	27,495,074	111,812,747	Total, produit de la vente de temps d'antenne	4
155,421	179,687	865,078	470,424	2,735,464	Autres recettes d'exploitation	5
12,809,041	15,628,776	11,819,321	27,965,498	114,548,211	Total, recettes d'exploitation	6
					Dépenses d'exploitation:	
5,821,637	6,005,898	4,393,926	7,506,914	47,053,692	Rémunérations directes	7
232,095	196,294	220,844	444,774	1,954,841	Avantages sociaux	8
					Émissions:	
153,208	340,856	240,177	548,481	1,736,556	Cachets	9
59,611	44,860	24,734	62,877	363,658	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures	10
25,689	33,641	184,435	63,057	507,394	Frais d'émission hors studio	11
382,739	466,412	363,513	805,033	3,705,264	Services de presse, enregistrements et transcriptions musicales, droits de retransmission	12
21,436	27,275	6,503	21,204	138,562	Amortissement (longs métrages, émissions souscrites et émissions diverses)	13
1,610	3,978	5,510	1,572	34,397	Frais d'expédition et droits de douane	14
—	—	—	—	14,040	Frais de participation au réseau	15
139,904	195,322	67,489	184,506	1,054,661	Autres frais directement imputables aux émissions	16
					Entretien technique:	
44,879	72,211	56,038	40,801	443,706	Tubes pour émetteurs, studios et cars de reportage	17
582	2,333	5,115	16,242	46,085	Têtes de lecture et rubans magnétoscopiques	18
107,689	54,156	34,128	89,958	827,827	Pièces détachées, fournitures et autres frais techniques	19
59,376	75,487	38,653	28,671	574,105	Location de voies de liaison	20
					Ventes, publicité et promotion:	
503,320	592,388	443,537	1,070,975	3,515,617	Publicité et promotion	21
89,146	82,400	65,004	121,485	546,091	Établissement des cotes d'écoute	22
863,998	1,101,585	789,873	3,180,823	7,871,496	Commissions des représentants	23
136,869	97,735	44,087	277,725	895,653	Autres frais de vente, de promotion et de publicité	24
					Administration générale:	
339,770	335,972	296,209	460,680	2,746,734	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles	25
117,698	204,535	69,371	141,922	1,107,451	Frais d'exploitation du matériel roulant	26
456,792	374,168	237,755	340,813	2,885,424	Loyer (locaux seulement), éclairage, chauffage et énergie	27
516,616	456,547	293,622	1,070,335	4,940,022	Amortissement	28
156,109	56,492	71,146	252,909	1,164,875	Entretien et réparations	29
222,089	157,002	54,736	728,334	1,802,469	Frais juridiques, de vérifications et d'autres services professionnels	30
163,735	167,223	69,084	152,396	1,091,795	Créances douteuses	31
140,365	180,805	138,005	344,407	1,301,607	Droits de licence de diffusion	32
281,718	346,172	309,480	740,574	2,486,793	Droits d'exécution publique (musique)	33
114,110	37,266	35,861	14,571	475,356	Location de matériel	34
246,537	54,534	56,026	258,962	1,476,067	Intérêt sur les engagements à long et à court terme	35
1,017,620	1,326,518	906,398	1,741,834	8,569,975	Autres frais d'exploitation	36
12,416,947	13,090,065	9,521,259	20,712,835	101,332,213	Total, dépenses d'exploitation	37
392,094	2,538,711	2,298,062	7,252,663	13,215,998	Bénéfice net d'exploitation	38
741	685	456	742	6,278	Effectifs mensuels moyens	39

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 7. Operating Revenue and Expenses and Employee Statistics of the Privately-owned TELEVISION Broadcasting Industry, by Administrative Department and by Revenue Group, 1970

No.		Under \$250,000 — Moins de \$250,000	\$250,000- 499,999	\$500,000 - 999,999	\$1,000,000 - 1,499,999
		11 stations	12 stations	17 stations	10 stations
		dollars			
	Operating revenue:				
	Revenue from sale or air time: ¹				
1	Local time sales	779,907	1,774,804	4,045,391	4,455,116
2	National time sales	686,173	1,673,005	5,275,642	5,249,459
3	Network time sales ²	430,088	975,479	2,129,375	2,251,006
4	Total revenue from sale of air time	1,896,168	4,423,288	11,450,408	11,955,581
5	Incidental operating revenue	84,271	122,017	229,174	388,867
6	Total operating revenue	1,980,439	4,545,305	11,679,582	12,344,448
	Operating expenses:				
7	Direct remuneration	735,590	1,586,320	4,041,610	4,367,704
8	Fringe benefits	26,175	60,974	179,037	225,275
	Program:				
9	Talent fees	1,277	19,772	89,918	163,232
10	Raw film and audio tape, studio sets and props, and other materials and supplies	18,529	119,351	145,888	178,931
11	Remote facilities	709	3,103	2,263	6,547
12	News service, music recordings and transcriptions, and program rights and royalties	27,024	43,033	142,762	186,220
13	Amortization of feature films, syndicated and other programs	150,545	280,775	1,033,249	1,150,529
14	Program distribution and customs expenses	8,862	52,790	86,054	103,397
15	Network assessments	27,014	112,951	4,841	56,997
16	Other direct program expenses	4,072	98,353	63,295	105,558
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses	20,194	51,797	130,862	146,088
18	VTR heads, and tape expenses	12,785	21,316	101,613	106,256
19	Equipment parts and supplies, and other technical expenses	24,644	68,520	95,229	143,724
20	Line charges	74,809	69,889	1,743	9,526
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity	23,601	79,302	74,090	183,639
22	Rating services	14,561	21,656	55,503	69,607
23	Sales representatives commissions	83,577	152,753	521,488	423,076
24	Other selling, promotion and publicity expenses	542	8,744	77,555	28,891
	General administration:				
25	Travel, entertainment, membership dues and subscriptions	74,536	104,005	215,028	255,711
26	Motor vehicle operating expenses	10,834	58,526	101,150	104,842
27	Rent of premises, and light, heat and power	60,775	132,082	232,489	224,456
28	Depreciation and amortization	203,804	519,824	1,126,435	1,069,620
29	Maintenance and repairs	20,035	67,307	132,334	95,543
30	Legal, audit and other professional fees	11,406	38,992	71,936	69,015
31	Doubtful accounts	1,281	16,117	57,129	50,040
32	Station licence fees	27,261	48,691	131,242	151,942
33	Music license fees	35,528	76,056	206,461	246,029
34	Equipment rental	14,614	83,445	58,508	58,562
35	Interest on long and short term obligations	43,593	126,250	39,080	193,080
36	Other operating expenses	122,910	246,611	478,876	683,891
37	Total operating expenses	1,881,087	4,369,305	9,697,668	10,857,928
38	Net operating profit	99,352	176,000	1,981,914	1,486,520
39	Average monthly number of employees	115	276	633	674

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABLEAU 7. Recettes et dépenses d'exploitation et effectifs de l'industrie de la TÉLÉVISION privée par service administratif et par tranche de recettes, 1970

\$1,500,000 - 2,999,999	\$3,000,000 and over — et plus	Total		N°
4 stations	12 stations dollars	66 stations		
			Recettes d'exploitation:	
			Produits de la vente de temps d'antenne ¹ :	
1,554,382	9,218,764	21,828,364	Ventes de temps d'antenne local.....	1
4,242,884	45,905,932	63,033,095	Ventes de temps d'antenne national	2
905,265	4,354,206	11,045,419	Ventes de temps d'antenne réseau ²	3
6,702,531	59,478,902	95,906,878	Total, produit de la vente de temps d'antenne	4
1,726,716	12,707,427	15,258,472	Autres recettes d'exploitation	5
8,429,247	72,186,329	111,165,350	Total, recettes d'exploitation	6
			Dépenses d'exploitation:	
2,473,612	19,537,350	32,742,186	Rémunérations directes.....	7
112,867	900,857	1,505,185	Avantages sociaux	8
			Émissions:	
170,544	4,277,381	4,722,124	Cachets	9
118,306	1,554,161	2,135,166	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures.	10
1,518	166,263	180,403	Frais d'émission hors studio	11
119,092	586,049	1,104,180	Services de presse, enregistrements et transcriptions musicales, droits de retransmission.	12
1,624,250	8,007,348	12,246,696	Amortissement (longs métrages, émissions souscrites et émissions diverses).	13
175,964	398,971	826,038	Frais d'expédition et droits de douane	14
37,583	2,143,212	2,382,598	Frais de participation au réseau	15
143,662	953,012	1,367,952	Autres frais directement imputables aux émissions	16
			Entretien technique:	
69,482	433,159	851,582	Tubes pour émetteurs, studios et cars de reportage	17
93,718	839,820	1,175,508	Têtes de lecture et rubans magnétoscopiques	18
98,459	646,483	1,077,059	Pièces détachées, fournitures et autres frais techniques	19
21,334	115,049	292,350	Location de voies de liaison	20
			Ventes, publicité et promotion:	
98,464	1,141,806	1,600,902	Publicité et promotion	21
57,322	216,022	434,671	Établissement des cotes d'écoute	22
393,565	2,470,164	4,044,623	Commissions des représentants	23
58,302	445,049	619,083	Autres frais de vente, de promotion et de publicité	24
			Administration générale:	
119,594	833,666	1,602,540	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.	25
35,269	205,998	516,619	Frais d'exploitation du matériel roulant	26
78,119	1,848,840	2,576,761	Loyer (locaux seulement), éclairage, chauffage et énergie	27
572,086	4,364,707	7,856,476	Amortissement	28
119,894	510,769	945,882	Entretien et réparations	29
66,830	309,150	567,329	Frais juridiques, de vérifications et d'autres services professionnels	30
31,333	189,452	345,352	Créances douteuses	31
96,077	804,806	1,260,019	Droits de licence de diffusion	32
117,823	1,392,948	2,074,845	Droits d'exécution publique (musique)	33
7,226	273,563	495,918	Location de matériel	34
102,656	988,083	1,492,742	Intérêt sur les engagements à long et à court terme	35
424,962	2,539,003	4,496,253	Autres frais d'exploitation	36
7,639,913	59,093,141	93,539,042	Total, dépenses d'exploitation	37
789,334	13,093,188	17,626,308	Bénéfice net d'exploitation	38
279	2,172	4,149	Effectifs mensuels moyens	39

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 8. Analysis of Net Profit of the Privately-owned RADIO and TELEVISION Broadcasting Industry, 1969 and 1970

TABLEAU 8. Analyse du bénéfice net des stations privées de RADIODIFFUSION et de TÉLÉVISION, 1969 et 1970

	1969	1970
	dollars	
Net operating profit — Bénéfice net d'exploitation:		
Radiodiffusion	14,695,095	13,215,998
Télévision	21,928,068	17,626,308
Net operating profit — Total — Bénéfice net d'exploitation	36,623,163	30,842,306
Other revenue and adjustments — Autres recettes et redressements	13,877,915	17,985,563
Less other expenses and adjustments — Moins autres dépenses et redressements	13,278,587	13,802,700
Other revenue net of other expenses — Autres recettes nettes, tous frais déduits	599,328	4,182,863
Net profit related to broadcasting activities (before income taxes) — Bénéfice net (avant impôts sur le revenu) provenant de la radiotélévision	37,222,491	35,025,169
Net loss derived from activities not related to broadcasting — Perte nette, ne provenant pas de la radiotélévision	(3,220,283)	(1,842,711)
Net profit (before income taxes) — Total — Bénéfice net (avant impôts sur le revenu)	34,002,208	33,182,458
Provision for income taxes — Provision pour impôts sur le revenu	16,257,246	19,423,464
Net profit to August 31 — Bénéfice net au 31 août	17,744,962	13,758,994

TABLE 9. Balance Sheet Data of the RADIO and TELEVISION Broadcasting Industry, 1970

TABLEAU 9. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1970

	Private stations — Stations privées		CBC — Radio-Canada	Total
	Related to broadcasting activities Activité de radiotélévision	Not related to broadcasting activities Activité autre que de radiotélévision		
	dollars			
Current assets — Disponibilités:				
Cash — Encaisse	9,312,561	4,898,185	(315,000)	13,895,746
Temporary investments — Placements temporaires	16,279,370	1,897,213	15,034,000	33,210,583
Receivables — net — Comptes à recevoir — nets	37,766,328	18,148,942	5,553,000	61,468,270
Inventories — Stocks	2,717,177	13,672,194	2,851,000	19,240,371
Other current assets — Autres disponibilités	15,327,176	766,646	130,344,000	146,437,822
Current assets — Total — Disponibilités	81,402,612	39,383,180	153,467,000	274,252,792
Current liabilities — Exigibilités:				
Bank loans — Emprunts bancaires	18,672,663	1,299,375	—	19,972,038
Accounts payable and accrued liabilities — Comptes à payer et compte de régularisation — passif	21,921,865	8,501,092	17,332,000	47,754,957
Dividends payable — Dividendes à verser	547,564	—	—	547,564
Income taxes payable — Impôts sur le revenu à payer	3,084,208	1,081,623	—	4,165,831
Other current liabilities — Autres exigibilités	8,186,874	15,660,100	101,000,000	124,846,974
Current liabilities — Total — Exigibilités	52,413,174	26,542,190	118,332,000	197,287,364
Working capital — Fonds de roulement	28,989,438	12,840,990	35,135,000	76,965,428
Other assets and liabilities — Autres éléments d'actif et de passif:				
Property, plant and equipment — Terrains, bâtiments, installations et matériel	186,668,787	22,624,434	200,437,000	409,730,221
Accumulated depreciation — Amortissement cumulé	(106,281,129)	(11,730,089)	(78,686,000)	(196,697,218)
Other assets — Autres éléments d'actif	52,796,914	436,422	2,389,000	55,622,336
Deferred credits — Comptes différés	(3,560,045)	(939,250)	—	(4,499,295)
Long term debt — Dette à long terme	(35,769,561)	(8,733,000)	—	(44,502,561)
Other assets and liabilities not classified above — Autres éléments d'actif et de passif non classés ci-dessus	(1,470,527)	993,813	—	(476,714)
Other assets net of other liabilities — Autres éléments d'actif, dé- duction faite des autres éléments de passif	92,384,439	2,652,330	124,140,000	219,176,769
Net worth at August 31, 1970 — Situation nette au 31 août 1970	121,373,877	15,493,320	159,275,000	296,142,197

TABLE 10. Balance Sheet Data of the Privately-owned RADIO and TELEVISION Broadcasting Industry by Area, 1970

TABLEAU 10. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée par région, 1970

	Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
	14 stations	21 stations	15 stations	83 stations	132 stations
	dollars				
Current assets — Disponibilités:					
Cash — Encaisse	80,654	406,136	146,167	7,692,984	2,629,301
Temporary investments — Placements temporaires	465,696	160,661	45,673	1,856,751	11,160,189
Receivables — net — Comptes à recevoir — nets	911,409	1,009,239	712,433	27,019,822	16,669,114
Inventories — Stocks	31,268	280,055	28,880	14,988,464	689,077
Other current assets — Autres disponibilités	240,437	869,012	477,229	5,984,416	6,780,508
Current assets — Total — Disponibilités	1,729,464	2,725,103	1,410,382	57,542,437	37,928,189
Current liabilities — Exigibilités:					
Bank loans — Emprunts bancaires	178,375	271,405	597,050	4,285,233	12,618,373
Accounts payable and accrued liabilities — Comptes à payer et comptes de régularisation — passif	399,952	533,801	505,652	14,424,839	10,127,608
Dividends payable — Dividendes à verser	—	1,696	6,000	47,746	184,111
Income taxes payable — Impôts sur le revenu à payer	38,611	47,795	61,750	1,997,670	1,335,243
Other current liabilities — Autres exigibilités	155,838	516,810	334,008	16,779,375	4,212,373
Current liabilities — Total — Exigibilités	772,776	1,371,567	1,504,460	37,534,863	28,477,708
Working capital — Fonds de roulement	956,688	1,353,596	(94,078)	20,007,574	9,450,481
Other assets and liabilities — Autres éléments d'actif et de passif:					
Property, plant and equipment — Terrains, bâtiments, installations et matériel	4,154,002	5,827,350	9,269,304	68,884,663	70,045,203
Accumulated depreciation — Amortissement accumulé	3,036,533	3,333,863	5,584,766	38,850,429	37,540,337
Other assets — Autres éléments d'actif	193,658	728,124	467,974	4,447,257	38,237,443
Deferred credits — Comptes différés	25,392	87,468	42,004	925,609	2,379,018
Long term debt — Dette à long terme	82,289	1,599,347	2,043,572	13,074,487	16,566,720
Other assets and liabilities not classified above — Autres éléments d'actif et de passif non classés ci-dessus	—	9,139	18,301	(1,337,924)	1,405,891
Other assets net of other liabilities — Autres éléments d'actif, déduction faite des autres éléments de passif	1,203,446	1,543,935	2,085,237	19,143,471	53,202,462
Net worth at August 31, 1970 — Situation nette au 31 août 1970	2,160,134	2,897,531	1,991,159	39,151,045	62,652,943
	Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total
	19 stations	29 stations	30 stations	61 stations	404 stations
	dollars				
Current assets — Disponibilités:					
Cash — Encaisse	29,723	531,529	1,779,527	914,725	14,210,746
Temporary investments — Placements temporaires	322,800	1,089,410	2,215,788	859,615	18,176,583
Receivables — net — Comptes à recevoir — nets	876,017	1,641,810	3,044,754	4,030,672	55,915,270
Inventories — Stocks	47,190	93,870	141,744	88,823	16,389,371
Other current assets — Autres disponibilités	118,524	164,151	895,257	564,288	16,093,822
Current assets — Total — Disponibilités	1,394,254	3,520,770	8,077,070	6,458,123	120,785,792
Current liabilities — Exigibilités:					
Bank loans — Emprunts bancaires	6,320	421,321	408,691	1,185,270	19,972,038
Accounts payable and accrued liabilities — Comptes à payer et comptes de régularisation — passif	259,827	578,076	1,639,583	1,953,619	30,422,957
Dividends payable — Dividendes à verser	27,575	116,000	18,735	145,701	547,564
Income taxes payable — Impôts sur le revenu à payer	50,988	(7,933)	217,906	423,801	4,165,831
Other current liabilities — Autres exigibilités	438,613	332,767	124,391	952,799	23,846,974
Current liabilities — Total — Exigibilités	783,323	1,440,231	2,409,306	4,661,190	78,955,364
Working capital — Fonds de roulement	610,931	2,080,539	5,667,764	1,796,933	41,830,428
Other assets and liabilities — Autres éléments d'actif et de passif:					
Property, plant and equipment — Terrains, bâtiments, installations et matériel	6,225,738	10,431,621	15,472,806	18,982,534	209,293,221
Accumulated depreciation — Amortissement accumulé	4,101,251	6,395,541	9,421,355	9,747,143	(118,011,218)
Other assets — Autres éléments d'actif	762,730	452,809	1,690,193	6,253,148	53,233,336
Deferred credits — Comptes différés	51,413	395,161	85,395	507,835	(4,499,295)
Long term debt — Dette à long terme	1,368,477	849,650	4,293,212	4,624,807	(44,502,561)
Other assets and liabilities not classified above — Autres éléments d'actif et de passif non classés ci-dessus	19,546	(10,804)	(320,075)	(260,788)	(476,714)
Other assets net of other liabilities — Autres éléments d'actif, déduction faite des autres éléments de passif	1,486,873	3,233,274	3,042,962	10,095,109	95,036,769
Net worth at August 31, 1970 — Situation nette au 31 août 1970	2,097,804	5,313,813	8,710,726	11,892,042	136,867,197

TABLE 11. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1970

TABLEAU 11. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1970

Fixed asset classification — Classification des immobilisations	Radio stations — Stations de radio			Television stations — Stations de télévision		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars					
Land — Terrains	7,303,329	1,800,000	9,103,329	1,574,779	7,202,000	8,776,779
Land improvements — Améliorations foncières	281,766	—	281,766	302,838	—	302,838
Buildings — Bâtiments	16,347,725	13,796,000	30,143,725	18,303,044	55,184,000	73,487,044
Tower and antenna system — Installation de pylônes et d'antennes	8,328,681	—	8,328,681	8,041,093	—	8,041,093
Transmitter equipment — Matériel émetteur	30,255,067	—	30,255,067	20,348,645	—	20,348,645
Studio and technical equipment — Matériel technique de studio	31,261,932	22,784,000	54,045,932	43,755,507	91,135,000	134,890,507
Mobile equipment — Matériel de car de reportage	680,751	—	680,751	1,849,640	—	1,849,640
Automobiles and trucks — Voitures et camions	1,647,942	547,000	2,194,942	631,805	2,188,000	2,819,805
Furniture and fixtures — Meubles et articles d'ameublement	6,644,859	1,160,000	7,804,859	3,312,647	4,641,000	7,953,647
Other property, plant and equipment — Autres immobilisations corporelles	1,624,651	—	1,624,651	667,876	—	667,876
Leasehold improvements — Améliorations locatives	3,536,650	—	3,536,650	503,985	—	503,985
Miscellaneous — Divers	1,236,307	—	1,236,307	851,702	—	851,702
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	109,149,660	40,087,000	149,236,660	100,143,561	160,350,000	260,493,561
Accumulated depreciation — Amortissement accumulé	60,643,409	15,737,000	76,380,409	57,367,809	62,949,000	120,316,809
Property, plant and equipment net of accumulated depreciation at August 31, 1970 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1970	48,506,251	24,350,000	72,856,251	42,775,752	97,401,000	140,176,752
	Radio and television stations — Stations de radio et de télévision					
	Private stations — Stations privées	CBC — Radio-Canada		Total		
	dollars					
Land — Terrains	8,878,108	9,002,000		17,880,108		
Land improvements — Améliorations foncières	584,604	—		584,604		
Buildings — Bâtiments	34,650,769	68,980,000		103,630,769		
Tower and antenna system — Installations de pylônes et d'antennes	16,369,774	—		16,369,774		
Transmitter equipment — Matériel émetteur	50,603,712	—		50,603,712		
Studio and technical equipment — Matériel technique de studio	75,017,439	113,919,000		188,936,439		
Mobile equipment — Matériel de car de reportage	2,530,391	—		2,530,391		
Automobiles and trucks — Voitures et camions	2,279,747	2,735,000		5,014,747		
Furniture and fixtures — Meubles et articles d'ameublement	9,957,506	5,801,000		15,758,506		
Other property, plant and equipment — Autres immobilisations corporelles	2,292,527	—		2,292,527		
Leasehold improvements — Améliorations locatives	4,040,635	—		4,040,635		
Miscellaneous — Divers	2,088,009	—		2,088,009		
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	209,293,221	200,437,000		409,730,221		
Accumulated depreciation — Amortissement accumulé	118,011,218	78,686,000		196,697,218		
Property, plant and equipment net of accumulated depreciation at August 31, 1970 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1970	91,282,003	121,751,000		213,033,003		

**TABLE 12. Detail of Property, Plant and Equipment of the Privately-owned RADIO and TELEVISION
Broadcasting Industry by Area, 1970**

**TABLEAU 12. Détail des terrains, des bâtiments, des installations et du matériel de l'industrie de la RADIODIFFUSION
et de la TÉLÉVISION privée par région, 1970**

	Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Édouard 14 stations	Nova Scotia — Nouvelle- Écosse 21 stations	New Brunswick — Nouveau- Brunswick 15 stations	Québec 83 stations	Ontario 132 stations
Land — Terrains	209,272	153,806	190,502	2,272,510	4,755,934
Land improvements — Améliorations foncières	47,846	27,471	4,941	116,846	224,294
Buildings — Bâtiments	407,515	996,016	2,358,026	11,357,199	10,406,693
Tower and antenna system — Installations de pylônes et d'antennes	497,795	451,187	506,836	3,719,793	5,682,792
Transmitter equipment — Matériel émetteur	1,079,267	1,313,613	2,755,496	14,096,271	16,205,031
Studio and technical equipment — Matériel technique et de studio	1,185,346	2,262,833	2,440,643	29,785,738	25,320,196
Mobile equipment — Matériel de car de reportage	71,398	28,435	6,654	591,254	1,206,177
Automobiles and trucks — Voitures et camions	94,448	96,395	25,986	541,588	885,283
Furniture and fixtures — Meubles et articles d'ameublement	250,955	323,102	431,512	3,421,276	3,221,304
Other property, plant and equipment — Autres immobilisations corporelles	12,215	28,230	31,000	1,117,427	641,185
Leasehold improvements — Améliorations locatives	297,945	128,729	21,091	1,282,208	1,136,020
Miscellaneous — Divers	—	17,533	496,617	582,553	360,294
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	4,154,002	5,827,350	9,269,304	68,884,663	70,045,203
Accumulated depreciation — Amortissement accumulé	3,036,533	3,333,863	5,584,766	38,850,429	37,540,337
Property, plant and equipment net of accumulated depreciation at August 31, 1970 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1970	1,117,469	2,493,487	3,684,538	30,034,234	32,504,866
	Manitoba 19 stations	Saskatchewan 29 stations	Alberta 30 stations	British Columbia and Yukon — Colombie- Britannique et Yukon 61 stations	Total 404 stations
Land — Terrains	251,443	130,533	373,456	540,652	8,878,108
Land improvements — Améliorations foncières	23,490	4,556	43,009	92,151	584,604
Buildings — Bâtiments	1,555,294	2,004,002	2,528,649	3,037,375	34,650,769
Tower and antenna system — Installations de pylônes et d'antennes	777,233	807,761	1,244,487	2,681,890	16,369,774
Transmitter equipment — Matériel émetteur	763,664	4,735,133	4,313,944	5,341,293	50,603,712
Studio and technical equipment — Matériel technique et de studio	2,326,685	1,592,074	5,053,573	5,050,351	75,017,439
Mobile equipment — Matériel de car de reportage	102,489	14,685	373,662	135,637	2,530,391
Automobiles and trucks — Voitures et camions	47,561	104,542	166,784	317,160	2,279,747
Furniture and fixtures — Meubles et articles d'ameublement	220,197	575,251	741,453	772,456	9,957,506
Other property, plant and equipment — Autres immobilisations corporelles	115,573	31,961	141,220	173,716	2,292,527
Leasehold improvements — Améliorations locatives	24,088	136,621	325,528	688,405	4,040,635
Miscellaneous — Divers	18,021	294,502	167,041	151,448	2,088,009
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	6,225,738	10,431,621	15,472,806	18,982,534	209,293,221
Accumulated depreciation — Amortissement accumulé	4,101,251	6,395,541	9,421,355	9,747,143	118,011,218
Property, plant and equipment net of accumulated depreciation at August 31, 1970 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1970	2,124,487	4,036,080	6,051,451	9,235,391	91,282,003

TABLE 13. Detail of Net Worth of the RADIO and TELEVISION Broadcasting Industry, 1969 and 1970

TABLEAU 13. Détail de la situation nette, de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1969 et 1970

	Balance at August 31, 1960 Solde au 31 août 1969			Balance at August 31, 1970 Solde au 31 août 1970		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations Privées	CBC — Radio-Canada	Total
	dollars					
Net worth — Situation nette:						
Preferred share capital — Capital (actions privilégiées)	27,679,645	—	27,679,645	19,117,129	—	19,117,129
Common share capital — Capital (actions ordinaires).....	16,886,932	19,125,000 ¹	36,011,932	34,485,736	13,946,000 ¹	48,431,736
Retained earnings — Bénéfices non répartis	64,913,528	—	64,913,528	63,331,342	—	63,331,342
Other net worth balances — Autres éléments de la situation nette	9,952,404	92,370,000	102,322,404	19,932,990	145,329,000	165,261,990
Net worth — Total — Situation nette	119,432,509	111,495,000	230,927,509	136,867,197	159,275,000	296,142,197

¹ This amount represents the equity of the Government of Canada in the CBC. — Cette somme représente l'avoir propre du gouvernement du Canada.

TABLE 14. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry by Staff Categories, 1970

TABLEAU 14. Rémunération et avantages sociaux et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION par catégorie de personnel, 1970

	Total remuneration ¹ Rémunérations totales			Average monthly number of employees Effectifs mensuels moyens		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars			number		
Program (including talent fees paid to staff) — Émissions (y compris les cachets versés à des membres du personnel)	42,000,363	46,243,000	88,243,363	5,527	4,282	9,809
Technical maintenance — Entretien technique	9,048,156	23,445,000	32,493,156	1,245	2,232	3,477
Sales, advertising and promotion (including commissions paid to staff) — Ventes, publicité et promotion (y compris les commissions versées à des membres du personnel)	14,940,260	3,320,000	18,260,260	1,456	238	1,694
General administration (including direct pension payments) — Administration générale (y compris les pensions de retraite versées directement)	17,090,286	25,918,000	43,008,286	2,073	2,397	4,470
Directors' fees and emoluments — Jetons de présence et autres rémunérations des administrateurs	492,394	27,000	519,394	126	—	126
Total	83,571,459	98,953,000	182,524,459	10,427	9,149	19,576

¹ Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés, avant toute déduction.

Reports published by the
Transportation and Public Utilities Division
dealing with

COMMUNICATIONS

**Catalogue
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Annual

- 56 - 201 Telegraph and Cable Statistics, Bil.
56 - 202 Telephone Statistics — Preliminary Report on Large Telephone Systems, Bil.
56 - 203 Telephone Statistics, Bil.
56 - 204 Radio and Television Broadcasting, Bil.
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Radio and television broadcasting

1971

Radiodiffusion et télévision

1971



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Transportation and Public Utilities Division — Division des transports et des services d'utilité publique
Public Utilities Section — Section des services d'utilité publique

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RADIODIFFUSION ET TÉLÉVISION

1971

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SYMBOLS

The following standard symbols are used in Statistics Canada publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- p preliminary figures.
- r revised figures.

SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications de Statistique Canada:

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- p nombres provisoires.
- r nombres rectifiés.

INTRODUCTION

This publication contains the results of an annual survey conducted by Statistics Canada with respect to the Canadian Radio and Television Broadcasting Industry. The data presented herein were compiled from information reported in Statistics Canada questionnaires, which were completed by the Canadian Broadcasting Corporation and the licensees of the private commercial broadcasting stations in operation during 1971. These questionnaires were redesigned for the 1969 reporting year in order to utilize a new "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry". This code of accounts was developed by the Canadian Association of Broadcasters and has enabled Statistics Canada to publish a more uniform presentation of various income, expenses, assets and liabilities classifications. However, a somewhat modified tabular format for 1969, 1970 and 1971 became necessary as a result of these new questionnaires. As in previous years, these questionnaires have served the statistical requirements of the Canadian Radio-Television Commission as well as Statistics Canada and have avoided duplication of effort and eased the burden on the licensees. This publication is primarily intended to provide information to the broadcasting industry to assist the individual station operators to assess their performance with regard to other stations in similar area and operating revenue groups. It has also proved useful to advertisers, advertising agencies, various allied trades as well as the general public.

Tables 1 to 3 show separate operating data for the private and public sectors of the broadcasting industry. Tables 9, 11, 13 and 14 also embrace the activities of the entire radio and television broadcasting industry. The remaining tables present data for the privately-owned sector of the industry only and do not include the activities of the CBC.

New regulations were introduced by the CRTC during the 1968 reporting year requiring the licensees of all radio and television broadcasting stations to report a uniform fiscal period ending August 31 each year. As a result, all information contained in this report is presented for the fiscal year ended August 31, 1971.

REVIEW OF SURVEY RESULTS

The radio and television broadcasting industry registered an increase in operating revenue for the year under review compared to the previous year's operations. Between 1970 and 1971, total revenue from sale of air time rose by 7.4% (from \$244.3 million to \$262.5 million), and total operating revenue rose by 5.4% (from \$263.3 million to \$277.7 million). Of the total operating revenue, radio broadcasting accounted for \$127.7 million or 46.0% and television broadcasting \$150.0 million or 54.0%.

Le présent bulletin renferme les résultats d'une enquête annuelle de Statistique Canada sur l'industrie de la radiodiffusion et de la télévision au Canada. Les données proviennent des questionnaires remplis par la Société Radio-Canada et par les titulaires de licences de stations commerciales privées en activité en 1971. On a remanié les questionnaires pour l'année 1969 afin d'utiliser une nouvelle "Méthode uniforme de classification des comptes — radio et télévision". Ce plan comptable normalisé, mis au point par l'Association canadienne des radio-diffuseurs, a permis à Statistique Canada d'élaborer une présentation plus uniforme des différentes catégories de revenu, de dépenses, d'actif et de passif. Il faut cependant noter qu'une modification de la présentation des tableaux s'imposait par suite de l'utilisation de ces nouveaux questionnaires. Comme par les années passées, les questionnaires ont répondu aux exigences statistiques du Conseil de la radio-télévision canadienne et de Statistique Canada, ont permis d'éviter des chevauchements inutiles et ont allégé le fardeau des titulaires de licences. La présente publication a pour but principal de fournir des renseignements sur l'industrie de la radio-télévision qui permettent aux exploitants de stations privées d'évaluer leur rendement par comparaison avec d'autres stations appartenant à des régions et des tranches de recettes semblables. Elle s'est aussi révélée utile aux annonceurs, aux agences de publicité, aux diverses activités connexes, de même qu'au grand public.

Les Tableaux 1, 2 et 3 fournissent des données distinctes sur l'exploitation pour les secteurs privé et public de la radio-télévision. Les Tableaux 9, 11, 13 et 14 portent sur les activités de l'ensemble de la radio-télévision. Les autres tableaux ne portent que sur le secteur privé; Radio-Canada n'y est pas inclus.

En 1968, le C.R.T.C. a établi un nouveau règlement en vertu duquel les titulaires de licences de stations de radio et de télévision sont tenus de produire une déclaration portant sur un exercice financier uniforme, qui se termine le 31 août de chaque année. Les renseignements du présent bulletin portent donc sur l'exercice financier terminé le 31 août 1971.

ANALYSE DES RÉSULTATS DE L'ENQUÊTE

Au cours de l'année observée, les recettes d'exploitation de l'industrie de la radiodiffusion et de la télévision ont augmenté par rapport à celles de l'année dernière. De 1970 à 1971, le produit total de la vente de temps d'antenne s'est accru de 7.4 % (262.5 millions de dollars contre 244.3 millions), et les recettes totales d'exploitation, de 5.4 % (277.7 millions de dollars contre 263.3 millions). Les recettes d'exploitation de la radiodiffusion ont été de 127.7 millions de dollars (46.0 % des recettes totales d'exploitation) et celles de la télévision, de 150.0 millions de dollars (54.0 % des recettes totales d'exploitation).

In 1971, revenue from sale of national and network air time represented 59.0% and local time sales 41.0% of the total revenue from sale of air time of \$262.5 million. Local time sales, and national and network time sales increased by 11.2% and 4.4% respectively since 1970, while incidental operating revenue which includes syndication revenue, production revenue, and merchandising and promotion revenue, decreased by 20.0% from 1970 to total \$15.2 million.

Total operating expenses of the broadcasting industry increased by 9.1% in 1971 from \$397.2 million to \$433.2 million. This increase is mainly accounted for by an increase of \$20.7 million for salaries, wages, fringe benefits and talent fees. However, total operating revenue including parliamentary grants of \$185.6 million provided to the CBC, exceeded these expenses, resulting in a net operating profit of \$30.1 million for 1971. This is a 2.3% decrease from the net operating profit of \$30.8 million earned in 1970.

An analysis of the operating revenue of the CBC (for the year ended August 31, 1971) reveals that the radio operations of the Corporation account for only 5.7% of its total broadcasting revenue compared to 54.0% for the private broadcasting sector. The revenue for the CBC is arrived at after deducting certain payments to private stations and commissions to advertising agencies and to other networks.

Some stations have sources of revenue, and incur expenses which are not normally associated with broadcasting operations. Statistics Canada classifies investment income and gain on disposal of fixed assets in the "other revenue and adjustments" category. "Other expenses and adjustments" would include such items as amortization of intangible assets. In 1971, other revenue net of other expenses totalled \$9.5 million compared with \$4.2 million in 1970. Net profit derived from activities not related to broadcasting amounted to \$7.5 million in 1971 compared to a net loss of \$1.8 million in 1970. Provision for income taxes by the profitable companies amounted to \$18.8 million in 1971 compared with \$19.4 million in 1970. In 1971, the private broadcasters achieved a net profit after income taxes of \$28.2 million to August 31, representing a 104.3% increase from the net profit of \$13.8 million earned in 1970.

In 1971, there were 19,789 employees engaged in the broadcasting industry, an increase of 213 employees or 1.1% over 1970. Salaries and wages paid by the industry totalled \$189.5 million, an increase of \$17.7 million or 10.3% over 1970. Fringe benefits, which include such expenses as staff pensions and

En 1971, le produit de la vente de temps d'antenne national et de temps d'antenne réseau et le produit de la vente de temps d'antenne local représentaient respectivement 59.0 % et 41.0 % du produit total de la vente de temps d'antenne (262.5 millions de dollars). Depuis 1970, les ventes de temps d'antenne local ont augmenté de 11.2 % les ventes de temps d'antenne national et les ventes de temps d'antenne réseau ont augmenté de 4.4 %; par contre, les autres recettes d'exploitation (ventes de droits d'abonnement, recettes provenant de la production, recettes provenant de la publicité et de la promotion) ont diminué de 20.0 %, pour atteindre 15.2 millions de dollars.

Les dépenses d'exploitation sont passées, entre 1970 et 1971, de 397.2 millions de dollars à 433.2 millions, soit une augmentation de 9.1 %. Une partie importante de cet accroissement est attribuable à l'augmentation de 20.7 millions de dollars des rémunérations, des avantages sociaux et des cachets. Toutefois, les recettes d'exploitation, y compris les crédits parlementaires de 185.6 millions de dollars versés à Radio-Canada, ont dépassé ces dépenses; le bénéfice net d'exploitation a donc été de 30.1 millions de dollars en 1971, soit une diminution de 2.3 % par rapport au bénéfice de 30.8 millions de l'année précédente.

Une analyse des recettes d'exploitation de Radio-Canada (pour l'année terminée le 31 août 1971) révèle que celles-ci ne représentent que 5.7 % des recettes totales provenant de la radio-télévision, comparativement à 54.0 % pour le secteur privé. Pour calculer les recettes nettes de Radio-Canada, on déduit certains paiements faits aux stations privées et les commissions versées aux agences de publicité et à d'autres réseaux.

Certaines stations ont des sources de recettes et des dépenses qui sont étrangères à la radio-télévision. Statistique Canada range le revenu de placements et le profit sur réalisation d'immobilisations dans le poste "Autres recettes et redressements". Le poste "Autres dépenses et redressements" comprend des éléments tel l'amortissement des valeurs incorporelles. En 1971, les autres recettes, après déduction des autres dépenses, se sont montées à 9.5 millions de dollars, contre 4.2 millions en 1970. Le profit net découlant des activités étrangères à la radio-télévision s'élevait à 7.5 millions, contre une perte nette de 1.8 million en 1970. La provision pour impôts sur le revenu des sociétés était de 18.8 millions en 1971, contre 19.4 millions l'année précédente. En 1971, le bénéfice net des stations privées, après déduction de l'impôt sur le revenu, s'est établi à 28.2 millions de dollars (le 31 août), soit une augmentation de 104.3 % sur le bénéfice net de 13.8 millions réalisé en 1970.

En 1971, les effectifs totaux étaient de 19,789, soit une augmentation de 213 employés (1.1 %) par rapport à l'année précédente. Le montant des rémunérations a été de 189.5 millions de dollars, soit 17.7 millions ou 10.3 % de plus qu'en 1970. Les avantages sociaux, qui comprennent des dépenses telles les pensions de retraite et

hospitalization insurance totalled \$11.4 million, a rise of 11.0% from 1970.

Table 4 presents the operations of the privately-owned radio broadcasting industry for 1971 by area. All areas showed an operating profit for the year. On a Canada-wide basis, the privately-owned radio broadcasting industry showed a net operating profit of \$16.6 million in 1971.

Table 5 provides the operations of the privately-owned television broadcasting industry by area for 1971. All areas show an overall operating profit in 1971. The net operating profit for Canada totalled \$13.4 million, a decrease of \$4.2 million from the profit reported in 1970.

Tables 6 and 7 show the operating results of the privately-owned radio and television broadcasting industry by operating revenue group.

In Table 6 for radio, the revenue groups below \$150,000 show an operating loss while all other revenue groups show an operating profit. The average in the \$100,000 and under group was \$4,432 compared with an average of \$732,584 in the \$1,500,000 and over or largest group. For television, Table 7 shows an operating loss only in the \$250,000 and under group with an average loss of \$2,970. The average in the \$3,000,000 and over or largest group was \$1,220,058.

Table 8 carries forward the net operating profit from Table 1. It then shows the addition of other revenue and adjustments related to broadcasting activities as well as other expenses and adjustments. This Table also shows the net loss derived from activities not related to broadcasting, following which it shows the net profit before income taxes, which amounted to \$47,076,469. After a provision of \$18.9 million for income taxes, the privately-owned sector of the broadcasting industry reported a net profit of \$28.2 million to August 31, 1971. This represents an increase of \$14.4 million from the net profit of \$13.8 million reported in 1970.

Table 9 is a statement showing separate balance sheet data of the private stations and the CBC at August 31, 1971. The net worth position of the industry, at the end of the reporting period stood at \$301.9 million compared with \$296.1 million in 1970.

Table 10 shows balance sheet data of the private stations by area. It should be noted however that stations for Table 10 have been assigned to the location of the company head office rather than by station location as in Tables 4 and 5.

Table 11 provides detail of the amount reported for property, plant and equipment in Table 9 separately for the CBC and private stations.

l'assurance-hospitalisation, ont atteint 11.4 millions, soit une augmentation de 11.0 % par rapport à 1970.

Le Tableau 4 présente les opérations de la radio-diffusion privée, par région. En 1971, les stations ont réalisé un bénéfice d'exploitation dans toutes les régions. À l'échelle nationale, le secteur privé de la radiodiffusion a réalisé, en 1971, un bénéfice net d'exploitation de 16.6 millions de dollars.

Le Tableau 5 présente les opérations de la télévision privée, par région. Les opérations se sont soldées, pour toutes les régions, par un bénéfice d'exploitation. Pour le Canada, le bénéfice net d'exploitation a été de 13.4 millions, soit 4.2 millions de moins qu'en 1970.

Les Tableaux 6 et 7 donnent les résultats d'exploitation de la radio-télévision privée, par tranche de recettes.

Le Tableau 6 indique que les stations de radio dont les recettes annuelles sont inférieures à \$150,000 ont accusé des pertes tandis que les autres groupes ont enregistré des bénéfices. Les stations de radio dont les recettes d'exploitation sont inférieures à \$100,000 ont connu un bénéfice moyen de \$4,432, contre un bénéfice de \$732,584 pour les stations dont les recettes d'exploitation sont supérieures à \$1,500,000. Le Tableau 7 indique que la perte moyenne des stations de télévision dont les recettes sont inférieures à \$250,000 a été de \$2,970 et de \$1,220,058 pour celles dont les recettes sont supérieures à 3.0 millions de dollars.

Le bénéfice net d'exploitation est reporté du Tableau 1 au Tableau 8; on y a ajouté les autres recettes et redressements reliés à la radio-télévision de même que les autres dépenses et redressements. Ce tableau indique également la perte nette découlant des activités étrangères à la radio-télévision et le bénéfice net, avant impôts sur le revenu, soit \$47,076,469. Le secteur privé, a déclaré, au 31 août 1971, un bénéfice net de 28.2 millions de dollars, après déduction de 18.9 millions de dollars pour l'impôt sur le revenu. Ce montant représente une augmentation de 14.4 millions de dollars comparativement au bénéfice net de 1970 (13.8 millions).

Les données du bilan des stations privées et de Radio-Canada au 31 août 1971 apparaissent séparément au Tableau 9. En fin d'exercice, la situation nette de l'industrie de la radiodiffusion et de la télévision s'établissait à 301.9 millions de dollars, contre 296.1 millions en 1970.

Le Tableau 10 fournit un bilan des activités du secteur privé, par région. Il faut cependant remarquer que dans le Tableau 10 les stations ont été classées d'après le lieu du bureau principal de la société, plutôt que d'après celui de la station elle-même, comme dans les Tableaux 4 et 5.

Le Tableau 11 donne en détail le montant déclaré pour les terrains, les bâtiments, les installations et le matériel de Radio-Canada et du secteur privé.

Table 12 provides detail of property, plant and equipment for the private stations by area. Investment in property, plant and equipment net of depreciation in Quebec and Ontario was \$26.6 million and \$39.0 million respectively out of a Canada total of \$93.9 million.

Table 13 shows detail of the amount reported in Table 9 for net worth of the industry at August 31, 1971 with comparative data at August 31, 1970.

Salaries, wages and fringe benefits, and employee statistics by staff categories is presented in Table 14, showing separate detail of the private and public sectors of the broadcasting industry for 1971.

Le Tableau 12 donne, par région, le détail des immobilisations en terrains, en bâtiments, en installations et en matériel dans le secteur privé. Après déduction de l'amortissement, les immobilisations en bâtiments, en installations et en matériel ont été de 26.6 millions de dollars au Québec et de 39.0 millions de dollars en Ontario; pour le Canada, ce total était de 93.9 millions de dollars.

Le Tableau 13 donne le détail de la situation nette déclarée au Tableau 9 au 31 août 1971 avec les données comparatives au 31 août 1970.

Les rémunérations, les avantages sociaux et les effectifs, par catégorie de personnel, figurent au Tableau 14; on y donne des chiffres distincts pour le secteur privé et le secteur public.

CONCEPTS

Operating Revenue and Expenses

All broadcasting stations report revenue received from local, national and network time sales, net of advertising agency commissions, trade discounts, and line and service charges. In the case of network time sales, arrangements are generally made by the advertiser or the advertising agency directly with the radio and television networks. The individual stations show as revenue only the amount that was received from the network to which it is affiliated.

The revenue and expenses of the CTV Television Network Limited are included in Ontario in Table 5. In Table 7, the operations of this network are included in the revenue group which is applicable. In both these Tables, the CTV network not being a station is not included in the station count. Although it is not possible to measure the average performance of stations in the particular groups in which the CTV network is included, this weakness is outweighed by the advantages gained in obtaining true totals for the privately-owned television broadcasting industry.

This survey covers the activities of all private commercial broadcasting stations and the Canadian Broadcasting Corporation. Stations operating on a non-commercial basis such as those operated by religious and educational institutions are not included. The tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by area and by revenue group has been based on the individual returns filed, i.e. if a company filed separate returns for AM and FM operations, each return was considered to represent a separate entity for purposes of classifying the results by area and by revenue group. The station count is based on the number of private commercial broadcasting stations in operation during the period under review.

Recettes et dépenses d'exploitation

Toutes les stations de radiodiffusion et de télévision déclarent le produit de la vente de temps d'antenne national et local et de temps d'antenne réseau, déduction faite des commissions versées aux agences de publicité, des remises sur facture, des frais de location de voies de liaison et des frais de service. En ce qui concerne les ventes de temps d'antenne réseau, les annonceurs ou les agences de publicité s'entendent d'ordinaire directement avec les réseaux. Les stations individuelles n'indiquent comme recettes que le montant reçu du réseau auquel elles sont affiliées.

Les recettes et les dépenses du *CTV Television Network Limited* sont comprises dans l'Ontario, au Tableau 5. Au Tableau 7, les opérations de ce réseau sont prises en compte dans la tranche de recettes appropriée. Comme le réseau CTV n'est pas considéré comme une station, il n'est pas compris dans le nombre de stations. Même s'il est impossible de mesurer le rendement moyen des stations classées dans les groupes comprenant le réseau CTV, cette lacune est compensée par le fait qu'on peut ainsi obtenir les totaux exacts pour la télévision privée.

L'enquête couvre les activités de toutes les stations commerciales privées et de Radio-Canada. Les stations non commerciales (les stations exploitées par des établissements d'enseignement, par exemple) ne sont pas prises en compte. Les tableaux portant sur les résultats d'exploitation des stations de radio comprennent les émissions AM et FM. La répartition des stations par région et par tranche de recettes est fondée sur les déclarations individuelles produites; ainsi, si une station a fourni des données distinctes pour des émissions AM et FM, chaque déclaration a été traitée séparément dans le classement des résultats par région et par tranche de recettes. Le nombre de stations a été établi d'après le nombre de stations privées de radiodiffusion et de télévision commerciales en activité pendant la période observée.

STATISTICAL TABLES



TABLEAUX STATISTIQUES

**TABLE 1. Operating Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1970 and 1971**

No.		Radio stations — Stations de radio			
		1970		1971	
		Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada
		dollars			
	Operating revenue:				
	Revenue from sale of air time: ¹				
1	Local time sales	70,767,915	810,000	77,921,696	906,000
2	National time sales	40,571,075	663,000	43,230,516	760,000
3	Network time sales ²	473,757	381,000	1,528,739	341,000
4	Total revenue from sale of air time	111,812,747	1,854,000	122,680,951	2,007,000
5	Incidental operating revenue	2,735,464	21,000	3,011,741	12,000
6	Total operating revenue	114,548,211	1,875,000	125,692,692	2,019,000
7	Parliamentary grants ³	—	35,896,000	—	39,693,000
8	Total operating revenue and parliamentary grants	114,548,211	37,771,000	125,692,692	41,712,000
	Operating expenses:				
9	Direct remuneration	47,053,692	18,397,000	51,576,940	20,441,000
10	Fringe benefits	1,954,841	1,393,000	2,022,807	1,534,000
11	Talent fees	1,736,556	4,408,000	1,882,733	4,625,000
12	Raw film and audio tape, studio sets and props, and other materials and supplies	363,658	1,494,000	399,662	1,718,000
13	Remote facilities	507,394	—	439,403	—
14	News service, music recordings and transcriptions, and program rights and royalties	3,705,264	758,000	3,823,004	801,000
15	Amortization of feature films, syndicated and other programs	138,562	—	98,484	—
16	Program distribution and customs expenses	34,397	—	35,371	—
17	Network assessments	14,040	—	36,357	—
18	Other direct program expenses	1,054,661	715,000	1,133,759	1,029,000
19	Transmitter, studio and mobile unit tubes expenses	443,706	123,000	371,247	134,000
20	VTR heads, and tape expenses	46,085	—	77,065	—
21	Equipment parts and supplies, and other technical expenses	827,827	425,000	934,984	397,000
22	Line charges	574,105	2,494,000	565,226	2,658,000
23	Advertising, promotion and publicity	3,515,617	389,000	3,998,569	505,000
24	Rating services	546,091	157,000	564,594	133,000
	Sales representatives commissions:				
25	National	7,871,496	70,000	5,828,735	68,000
26	Local			1,758,323	—
27	Other selling, promotion and publicity expenses	895,653	—	810,333	—
28	Travel, entertainment, membership dues and subscriptions	2,746,734	476,000	2,834,410	559,000
29	Motor vehicle operating expenses	1,107,451	110,000	1,183,484	116,000
30	Rent of premises, and light, heat and power	2,885,424	956,000	3,219,598	1,012,000
31	Depreciation and amortization	4,940,022	2,042,000	4,907,465	2,243,000
32	Maintenance and repairs	1,164,875	259,000	1,160,480	307,000
33	Legal, audit and other professional fees	1,802,469	63,000	2,028,376	106,000
34	Doubtful accounts	1,091,795	2,000	1,402,926	—
35	Station licence fees	1,301,607	—	1,548,142	—
36	Music licence fees	2,486,793	209,000	2,665,348	229,000
37	Equipment rental	475,356	132,000	599,038	213,000
38	Interest on long and short term obligations	1,476,067	1,359,000	2,025,213	1,514,000
39	Other operating expenses	8,569,975	1,340,000	9,112,521	1,370,000
40	Total operating expenses	101,332,213	37,771,000	109,044,597	41,712,000
41	Net operating profit including parliamentary grants	13,215,998	—	16,648,095	—
42	<i>Average monthly number of employees</i>	<i>6,278</i>	<i>1,830</i>	<i>6,530</i>	<i>1,796</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

**TABEAU 1. Recettes et dépenses d'exploitation et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1970 et 1971**

Television stations — Stations de télévision					N ^o
1970		1971			
Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada		
dollars					
				Recettes d'exploitation:	
				Produit de la vente de temps d'antenne ¹ :	
21,828,364	2,467,000	25,863,955	2,807,000	Ventes de temps d'antenne local	1
63,033,095	12,551,000	68,886,593	11,849,000	Ventes de temps d'antenne national	2
11,045,419	19,693,000	9,894,931	18,517,000	Ventes de temps d'antenne réseau ²	3
95,906,878	34,711,000	104,645,479	33,173,000	Total, produit de la vente de temps d'antenne.....	4
15,258,472	993,000	11,144,282	1,058,000	Autres recettes d'exploitation	5
111,165,350	35,704,000	115,789,761	34,231,000	Total, recettes d'exploitation	6
—	128,811,000	—	145,864,000	Subventions du Parlement ³	7
111,165,350	164,515,000	115,789,761	180,095,000	Total, recettes d'exploitation et subvention	8
				Dépenses d'exploitation:	
32,742,186	73,589,000	35,742,247	81,765,000	Rémunérations directes	9
1,505,185	5,574,000	1,664,219	6,135,000	Avantages sociaux	10
4,722,124	17,631,000	5,540,846	18,500,000	Cachets	11
2,135,166	5,977,000	2,406,695	6,871,000	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures	12
180,403	—	131,960	—	Matériel de production hors studio.....	13
1,104,180	3,030,000	1,258,940	3,205,000	Services de presse, transcriptions et enregistrements musicaux, droits de retransmission	14
12,246,696	13,230,000	13,278,001	13,244,000	Amortissement (longs métrages, émissions souscrites et émissions diverses)	15
826,038	—	766,056	—	Frais d'expédition et droits de douane	16
2,382,598	—	2,715,229	—	Frais de participation - réseau	17
1,367,952	2,862,000	1,764,939	4,115,000	Autres frais directement imputables aux émissions	18
851,582	491,000	642,854	534,000	Tubes pour émetteurs, studios et cars de reportage	19
1,175,508	—	1,084,351	—	Têtes d'enregistrement lecture et rubans magnétoscopiques.....	20
1,077,059	1,701,000	1,205,159	1,588,000	Pièces détachées, fournitures et autres frais techniques	21
292,350	9,974,000	462,401	10,634,000	Location de voies de liaison	22
1,600,902	1,554,000	1,893,263	2,021,000	Publicité et promotion	23
434,671	627,000	458,440	533,000	Établissement des cotes d'écoute	24
				Commissions des représentants:	
		3,755,016	274,000	Nationaux	25
4,044,623	282,000	570,807	—	Locaux	26
619,083	—	255,956	—	Autres frais de vente, de promotion et de publicité	27
1,602,540	1,905,000	1,751,707	2,234,000	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles	28
516,619	442,000	640,075	465,000	Frais d'exploitation du matériel roulant.....	29
2,576,761	3,826,000	2,538,537	4,047,000	Loyer (locaux seulement), éclairage, chauffage et énergie	30
7,856,476	8,360,000	8,257,646	8,970,000	Amortissement	31
945,882	1,036,000	1,330,227	1,228,000	Entretien et réparations.....	32
567,329	254,000	632,731	423,000	Frais juridique; vérification, autres services professionnels	33
345,352	8,000	411,784	—	Créances douteuses	34
1,260,019	—	1,476,415	—	Licence de diffusion	35
2,074,845	837,000	2,174,434	915,000	Droits musicaux	36
495,918	528,000	789,933	854,000	Location de matériel	37
1,492,742	5,437,000	2,050,976	6,058,000	Intérêt sur engagements à long et à court terme	38
4,496,253	5,360,000	4,717,276	5,482,000	Autres dépenses d'exploitation	39
93,539,042	164,515,000	102,369,120	180,095,000	Total, dépenses d'exploitation	40
17,626,308	—	13,420,641	—	Bénéfice net d'exploitation (y compris des subventions du Parlement)	41
4,149	7,319	4,279	7,184	Effectifs mensuels moyens	42

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

³ Radio-Canada porte l'amortissement en réduction de ses recettes d'exploitations; ces sommes ont été ajoutées à la subvention du Parlement.

**TABLE 2. Operating Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1970 and 1971**

No.		Radio and television stations Stations de radio et de télévision		
		1970		
		Private stations Stations privées	CBC Radio-Canada	Total
		dollars		
	Operating revenue:			
	Revenue from sale of air time: ¹			
1	Local time sales	92,596,279	3,277,000	95,873,279
2	National time sales	103,604,170	13,214,000	116,818,170
3	Network time sales ²	11,519,176	20,074,000	31,593,176
4	Total revenue from sale of air time	207,719,625	36,565,000	244,284,625
5	Incidental operating revenue	17,993,936	1,014,000	19,007,936
6	Total operating revenue	225,713,561	37,579,000	263,292,561
7	Parliamentary grants ³	—	164,707,000	164,707,000
8	Total operating revenue and parliamentary grants	225,713,561	202,286,000	427,999,561
	Operating expenses:			
9	Direct remuneration	79,795,878	91,986,000	171,781,878
10	Fringe benefits	3,460,026	6,967,000	10,427,026
11	Talent fees	6,458,680	22,039,000	28,497,680
12	Raw film and audio tape, studio sets and props, and other materials and supplies	2,498,824	7,471,000	9,969,824
13	Remote facilities	687,797	—	687,797
14	News service, music recordings and transcriptions, and program rights and royalties	4,809,444	3,788,000	8,597,444
15	Amortization of feature films, syndicated and other programs	12,385,258	13,230,000	25,615,258
16	Program distribution and customs expenses	860,435	—	860,435
17	Network assessments	2,396,638	—	2,396,638
18	Other direct program expenses	2,422,613	3,577,000	5,999,613
19	Transmitter, studio and mobile unit tubes expenses	1,295,288	614,000	1,909,288
20	VTR heads, and tape expenses	1,221,593	—	1,221,593
21	Equipment parts and supplies, and other technical expenses	1,904,886	2,126,000	4,030,886
22	Line charges	866,455	12,468,000	13,334,455
23	Advertising, promotion and publicity	5,116,519	1,943,000	7,059,519
24	Rating services	980,762	784,000	1,764,762
	Sales representatives commissions:			
25	National	11,916,119	352,000	12,268,119
26	Local			
27	Other selling, promotion and publicity expenses	1,514,736	—	1,514,736
28	Travel, entertainment, membership dues and subscriptions	4,349,274	2,381,000	6,730,274
29	Motor vehicle operating expenses	1,624,070	552,000	2,176,070
30	Rent of premises, and light, heat and power	5,462,185	4,782,000	10,244,185
31	Depreciation and amortization	12,796,498	10,402,000	23,198,498
32	Maintenance and repairs	2,110,757	1,295,000	3,405,757
33	Legal, audit and other professional fees	2,369,798	317,000	2,686,798
34	Doubtful accounts	1,437,147	10,000	1,447,147
35	Station licence fees	2,561,626	—	2,561,626
36	Music licence fees	4,561,638	1,046,000	5,607,638
37	Equipment rental	971,274	660,000	1,631,274
38	Interest on long and short term obligations	2,968,809	6,796,000	9,764,809
39	Other operating expenses	13,066,228	6,700,000	19,766,228
40	Total operating expenses	194,871,255	202,286,000	397,157,255
41	Net operating profit including parliamentary grants	30,842,306	—	30,842,306
42	<i>Average monthly number of employees</i>	<i>10,427</i>	<i>9,149</i>	<i>19,576</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and Service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

**TABLEAU 2. Recettes et dépenses d'exploitation et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1970 et 1971**

Radio and television stations — Stations de radio et de télévision				
1971				
Private stations — Stations privées	CBC — Radio-Canada	Total		Nº
dollars				
			Recettes d'exploitation:	
			Produit de la vente de temps d'antenne ¹ :	
103,785,651	3,713,000	107,498,651	Ventes de temps d'antenne local	1
112,117,109	12,609,000	124,726,109	Ventes de temps d'antenne national	2
11,423,670	18,858,000	30,281,670	Ventes de temps d'antenne réseau ¹	3
227,326,430	35,180,000	262,506,430	Total, produit de la vente de temps d'antenne	4
14,156,023	1,070,000	15,226,023	Autres recettes d'exploitation	5
241,482,453	36,250,000	277,732,453	Total, recettes d'exploitation	6
—	185,557,000	185,557,000	Subventions du Parlement ³	7
241,482,453	221,807,000	463,289,453	Total, recettes d'exploitation et subvention	8
			Dépenses d'exploitation:	
87,319,187	102,206,000	189,525,187	Rémunérations directes	9
3,687,026	7,669,000	11,356,026	Avantages sociaux	10
7,423,579	23,125,000	30,548,579	Cachets	11
2,806,357	8,589,000	11,395,357	Pellicule et ruban magnétique vierges, décors et accessoires de studio, et autres matières et fournitures.	12
571,363	—	571,363	Matériel de production hors studio	13
5,081,944	4,006,000	9,087,944	Services de presse, transcriptions et enregistrements musicaux, droits de retransmission.	14
13,376,485	13,244,000	26,620,485	Amortissement (longs métrages, émissions souscrites et émissions di- verses).	15
801,427	—	801,427	Frais d'expédition et droits de douane	16
2,751,586	—	2,751,586	Frais de participation-réseau	17
2,898,698	5,144,000	8,042,698	Autres frais directement imputables aux émissions	18
1,014,101	668,000	1,682,101	Tubes pour émetteurs, studios et cars de reportage	19
1,161,416	—	1,161,416	Têtes d'enregistrement-lecture et rubans magnétoscopiques	20
2,140,143	1,985,000	4,125,143	Pièces détachées, fournitures et autres frais techniques	21
1,027,627	13,292,000	14,319,627	Location de voies de liaison	22
5,891,832	2,526,000	8,417,832	Publicité et promotion	23
1,023,034	666,000	1,689,034	Établissement des cotes d'écoute	24
			Commissions des représentants:	
9,583,751	342,000	9,925,751	Nationaux	25
2,329,130	—	2,329,130	Locaux	26
1,066,289	—	1,066,289	Autres frais de vente, de promotion et de publicité	27
4,586,117	2,793,000	7,379,117	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.	28
1,823,559	581,000	2,404,559	Frais d'exploitation du matériel roulant	29
5,758,135	5,059,000	10,817,135	Loyer (locaux seulement), éclairage, chauffage et énergie	30
13,165,111	11,213,000	24,378,111	Amortissement	31
2,490,707	1,535,000	4,025,707	Entretien et réparations	32
2,661,107	529,000	3,190,107	Frais juridiques; vérification, autres services professionnels	33
1,814,710	—	1,814,710	Créances douteuses	34
3,024,557	—	3,024,557	Licence de diffusion	35
4,839,782	1,144,000	5,983,782	Droits musicaux	36
1,388,971	1,067,000	2,455,971	Location de matériel	37
4,076,189	7,572,000	11,648,189	Intérêt sur engagements à long et à court terme	38
13,829,797	6,852,000	20,681,797	Autres dépenses d'exploitation	39
211,413,717	221,807,000	433,220,717	Total, dépenses d'exploitation	40
30,068,736	—	30,068,736	Bénéfice net d'exploitation (y compris des subventions du Parlement)	41
10,809	8,980	19,789	Effectifs mensuels moyens	42

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

³ Radio-Canada porte l'amortissement en réduction de ses recettes d'exploitation; ces sommes ont été ajoutées à la subvention du Parlement.

**TABLE 3. Operating Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1971**

No.		Radio stations — Stations de radio			Television stations — Stations de télévision	
		Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada
		dollars				
	Operating revenue:					
	Revenue from sale of air time: ¹					
1	Local time sales.....	77,921,696	906,000	78,827,696	25,863,955	2,807,000
2	National time sales	43,230,516	760,000	43,990,516	68,886,593	11,849,000
3	Network time sales ²	1,528,739	341,000	1,869,739	9,894,931	18,517,000
4	Total revenue from sale of air time	122,680,951	2,007,000	124,687,951	104,645,479	33,173,000
5	Incidental operating revenue.....	3,011,741	12,000	3,023,741	11,144,282	1,058,000
6	Total operating revenue	125,692,692	2,019,000	127,711,692	115,789,761	34,231,000
7	Parliamentary grants ³	—	39,693,000	39,693,000	—	145,864,000
8	Total operating revenue and parliamentary grants	125,692,692	41,712,000	167,404,692	115,789,761	180,095,000
	Operating expenses:					
9	Direct remuneration	51,576,940	20,441,000	72,017,940	35,742,247	81,765,000
10	Fringe benefits	2,022,807	1,534,000	3,556,807	1,664,219	6,135,000
11	Talent fees	1,882,733	4,625,000	6,507,733	5,540,846	18,500,000
12	Raw film and audio tape, studio sets and props, and other materials and supplies	399,662	1,718,000	2,117,662	2,406,695	6,871,000
13	Remote facilities	439,403	—	439,403	131,960	—
14	News service, music recordings and transcriptions, and program rights and royalties	3,823,004	801,000	4,624,004	1,258,940	3,205,000
15	Amortization of feature films, syndicated and other programs.....	98,484	—	98,484	13,278,001	13,244,000
16	Program distribution and customs expenses.....	35,371	—	35,371	766,056	—
17	Network assessments.....	36,357	—	36,357	2,715,229	—
18	Other direct program expenses	1,133,759	1,029,000	2,162,759	1,764,939	4,115,000
19	Transmitter, studio and mobile unit tubes expenses.....	371,247	134,000	505,247	642,854	534,000
20	VTR heads, and tape expenses	77,065	—	77,065	1,084,351	—
21	Equipment parts and supplies, and other technical expenses	934,984	397,000	1,331,984	1,205,159	1,588,000
22	Line charges	565,226	2,658,000	3,223,226	462,401	10,634,000
23	Advertising, promotion and publicity	3,998,569	505,000	4,503,569	1,893,263	2,021,000
24	Rating services.....	564,594	133,000	697,594	458,440	533,000
	Sales representatives commissions:					
25	National	5,828,735	68,000	5,896,735	3,755,016	274,000
26	Local	1,758,323	—	1,758,323	570,807	—
27	Other selling, promotion and publicity expenses.....	810,333	—	810,333	255,956	—
28	Travel, entertainment, membership dues and subscriptions	2,834,410	559,000	3,393,410	1,751,707	2,234,000
29	Motor vehicle operating expenses	1,183,484	116,000	1,299,484	640,075	465,000
30	Rent of premises, and light, heat and power	3,219,598	1,012,000	4,231,598	2,538,537	4,047,000
31	Depreciation and amortization	4,907,465	2,243,000	7,150,465	8,257,646	8,970,000
32	Maintenance and repairs	1,160,480	307,000	1,467,480	1,330,227	1,228,000
33	Legal, audit and other professional fees	2,028,376	106,000	2,134,376	632,731	423,000
34	Doubtful accounts.....	1,402,926	—	1,402,926	411,784	—
35	Station licence fees	1,548,142	—	1,548,142	1,476,415	—
36	Music licence fees	2,665,348	229,000	2,894,348	2,174,434	915,000
37	Equipment rental	599,038	213,000	812,038	789,933	854,000
38	Interest on long and short term obligations	2,025,213	1,514,000	3,539,213	2,050,976	6,058,000
39	Other operating expenses	9,112,521	1,370,000	10,482,521	4,717,276	5,482,000
40	Total operating expenses	109,044,597	41,712,000	150,756,597	102,369,120	180,095,000
41	Net operating profit including parliamentary grants	16,648,095	—	16,648,095	13,420,641	—
42	<i>Average monthly number of employees</i>	<i>6,530</i>	<i>1,796</i>	<i>8,326</i>	<i>4,279</i>	<i>7,184</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

³ The CBC charges its operations with depreciation. The charge so made has been added to the parliamentary grants.

**TABLEAU 3. Recettes et dépenses d'exploitation et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1971**

Television stations — Stations de télévision	Radio and television stations — Stations de radio et de télévision				
Total	Private stations — Stations privées	CBC — Radio-Canada	Total		N°
dollars					
				Recettes d'exploitation:	
				Produit de la vente de temps d'antenne ¹ :	
28,670,955	103,785,651	3,713,000	107,498,651	Ventes de temps d'antenne local.....	1
80,735,593	112,117,109	12,609,000	124,726,109	Ventes de temps d'antenne national.....	2
28,411,931	11,423,670	18,858,000	30,281,670	Ventes de temps d'antenne réseau ²	3
137,818,479	227,326,430	35,180,000	262,506,430	Total, produit de la vente de temps d'antenne.....	4
12,202,282	14,156,023	1,070,000	15,226,023	Autres recettes d'exploitation.....	5
150,020,761	241,482,453	36,250,000	277,732,453	Total, recettes d'exploitation.....	6
145,864,000	—	185,557,000	185,557,000	Subventions du Parlement ³	7
295,884,761	241,482,453	221,807,000	463,289,453	Total, recettes d'exploitation et subvention.....	8
				Dépenses d'exploitation:	
117,507,247	87,319,187	102,206,000	189,525,187	Rémunérations directes.....	9
7,799,219	3,687,026	7,669,000	11,356,026	Avantages sociaux.....	10
24,040,846	7,423,579	23,125,000	30,548,579	Cachets.....	11
9,277,695	2,806,357	8,589,000	11,395,357	Pellicule et ruban magnétique vierges, décors et accessoires de studio, et autres matières et fournitures.....	12
131,960	571,363	—	571,363	Matériel de production hors studio.....	13
4,463,940	5,081,944	4,006,000	9,087,944	Services de presse, transcription et enregistrements musicaux droits de retransmission.....	14
26,522,001	13,376,485	13,244,000	26,620,485	Amortissement (longs métrages, émissions souscrites et émissions diverses).....	15
766,056	801,427	—	801,427	Frais d'expédition et droits de douane.....	16
2,715,229	2,751,586	—	2,751,586	Frais de participation-réseau.....	17
5,879,939	2,898,698	5,144,000	8,042,698	Autres frais directement imputables aux émissions.....	18
1,176,854	1,014,101	668,000	1,682,101	Tubes pour émetteurs, studios et cars de reportage.....	19
1,084,351	1,161,416	—	1,161,416	Têtes d'enregistrement — lecture et rubans magnétoscopiques.....	20
2,793,159	2,140,143	1,985,000	4,125,143	Pièces détachées, fournitures et autres frais techniques.....	21
11,096,401	1,027,627	13,292,000	14,319,627	Location de voies de liaison.....	22
3,914,263	5,891,832	2,526,000	8,417,832	Publicité et promotion.....	23
991,440	1,023,034	666,000	1,689,034	Établissement des cotes d'écoute.....	24
				Commissions des représentants:	
4,029,016	9,583,751	342,000	9,925,751	Nationaux.....	25
570,807	2,329,130	—	2,329,130	Locaux.....	26
255,956	1,066,289	—	1,066,289	Autres frais de vente, de promotion et de publicité.....	27
3,985,707	4,586,117	2,793,000	7,379,117	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.....	28
1,105,075	1,823,559	581,000	2,404,559	Frais d'exploitation du matériel roulant.....	29
6,585,537	5,758,135	5,059,000	10,817,135	Loyer (locaux seulement), éclairage, chauffage et énergie.....	30
17,227,646	13,165,111	11,213,000	24,378,111	Amortissement.....	31
2,558,227	2,490,707	1,535,000	4,025,707	Entretien et réparations.....	32
1,055,731	2,661,107	529,000	3,190,107	Frais juridiques; vérification, autres services professionnels.....	33
411,784	1,814,710	—	1,814,710	Créances douteuses.....	34
1,476,415	3,024,557	—	3,024,557	Licence de diffusion.....	35
3,089,434	4,839,782	1,144,000	5,983,782	Droits musicaux.....	36
1,643,933	1,388,971	1,067,000	2,455,971	Location de matériel.....	37
8,108,976	4,076,189	7,572,000	11,648,189	Intérêt sur engagements à long et à court terme.....	38
10,199,276	13,829,797	6,852,000	20,681,797	Autres dépenses d'exploitation.....	39
282,464,120	211,413,717	221,807,000	433,220,717	Total, dépenses d'exploitation.....	40
13,420,641	30,068,736	—	30,068,736	Bénéfice net d'exploitation (y compris des subventions du Parlement).....	41
11,463	10,809	8,980	19,789	Effectifs mensuels moyens.....	42

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

³ Radio-Canada porte l'amortissement en réduction de ses recettes d'exploitations; ces sommes ont été ajoutées à la subvention du Parlement.

TABLE 4. Operating Revenue, Expenses and Employees of the Privately-owned RADIO Broadcasting Industry, by Area, 1971

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du- Prince- Edouard 11 stations	Nova Scotia — Nouvelle- Ecosse 19 stations	New Brunswick — Nouveau- Brunswick 10 stations	Québec 70 stations	Ontario 115 stations
		dollars				
	Operating revenue:					
	Revenue from sale of air time: ¹					
1	Local time sales	2, 076, 589	2, 895, 021	2, 106, 353	16, 730, 812	27, 067, 980
2	National time sales	460, 424	1, 025, 412	654, 560	10, 154, 072	19, 931, 387
3	Network time sales ²	202, 065	1, 390	2, 687	68, 231	951, 883
4	Total revenue from sale of air time	2, 739, 078	3, 921, 823	2, 763, 600	26, 953, 115	47, 951, 250
5	Incidental operating revenue	16, 401	8, 833	24, 792	430, 947	1, 752, 639
6	Total operating revenue	2, 755, 479	3, 930, 656	2, 788, 392	27, 384, 062	49, 703, 889
	Operating expenses:					
	Salaries and wages:					
7	Direct remuneration	1, 289, 171	1, 934, 820	1, 308, 929	10, 815, 811	19, 199, 355
8	Fringe benefits	51, 122	78, 597	42, 872	442, 013	780, 077
	Program:					
9	Talent fees	3, 801	26, 891	4, 785	642, 108	803, 283
10	Raw film and audio tape, studio sets and props, and other materials and supplies	20, 488	13, 226	22, 144	58, 902	166, 250
11	Remote facilities	10, 566	14, 670	3, 279	168, 581	73, 908
12	News service, music recordings and transcriptions, and program rights and royalties	85, 155	121, 846	118, 425	685, 545	1, 545, 456
13	Amortization of feature films, syndicated and other programs	6, 450	5, 567	1, 030	13, 513	37, 188
14	Program distribution and customs expenses	769	732	753	9, 010	9, 454
15	Network assessments	—	—	—	24, 282	8, 700
16	Other direct program expenses	49, 356	40, 092	14, 183	359, 352	382, 639
	Technical maintenance:					
17	Transmitter, studio and mobile unit tubes expenses	12, 203	21, 911	11, 698	77, 123	139, 917
18	VTR heads, and tape expenses	—	1, 772	369	40, 879	17, 716
19	Equipment parts and supplies, and other technical expenses	21, 578	28, 010	35, 036	194, 489	287, 388
20	Line charges	45, 838	16, 981	20, 387	125, 462	168, 778
	Sales, advertising and promotion:					
21	Advertising, promotion and publicity	33, 122	57, 016	27, 954	1, 147, 786	1, 652, 547
22	Rating services	13, 997	19, 384	12, 132	130, 363	217, 255
	Sales representatives commission:					
23	National	60, 593	120, 657	85, 692	1, 351, 938	2, 829, 233
24	Local	2, 926	41, 902	—	976, 953	472, 839
25	Other selling, promotion and publicity expenses	4, 985	20, 209	2, 666	167, 694	467, 064
	General administration:					
26	Travel, entertainment, membership dues and subscriptions	70, 061	132, 387	50, 592	557, 075	1, 004, 624
27	Motor vehicle operating expenses	20, 081	46, 919	23, 013	286, 478	316, 533
28	Rent of premises, and light, heat and power	112, 119	132, 867	64, 748	741, 054	1, 088, 174
29	Depreciation and amortization	125, 906	146, 427	137, 766	1, 198, 273	1, 935, 005
30	Maintenance and repairs	29, 672	51, 335	26, 517	308, 001	390, 968
31	Legal, audit and other professional fees	18, 535	43, 250	16, 173	1, 076, 789	566, 176
32	Doubtful accounts	36, 466	54, 728	19, 241	397, 078	525, 851
33	Station licence fees	29, 962	40, 290	42, 467	340, 223	585, 223
34	✓ Music licence fees	66, 699	76, 242	37, 113	528, 972	1, 056, 220
35	Equipment rental	13, 134	26, 217	2, 336	91, 917	231, 704
36	Interest on long and short term obligations	4, 005	60, 643	43, 850	320, 949	1, 160, 756
37	Other operating expenses	202, 086	375, 680	203, 454	1, 912, 398	3, 524, 349
38	Total operating expenses	2, 440, 846	3, 751, 268	2, 379, 604	25, 191, 011	41, 644, 630
39	Net operating profit	314, 633	179, 388	408, 788	2, 193, 051	8, 059, 259
40	Average monthly number of employees	185	288	180	1, 480	2, 307

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABEAU 4. Recettes et dépenses d'exploitation et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1971

Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie-Britannique et Yukon	Total		N°
16 stations	20 stations	25 stations	55 stations	341 stations		
dollars						
					Recettes d'exploitation:	
					Produits de la vente de temps d'antenne ¹ :	
3,061,753	3,811,401	8,471,867	11,699,920	77,921,696	Ventes de temps d'antenne local	1
1,752,705	1,513,389	2,956,819	4,781,748	43,230,516	Ventes de temps d'antenne national	2
62,941	126,623	61,259	51,660	1,528,739	Ventes de temps d'antenne réseau ²	3
4,877,399	5,451,413	11,489,945	16,533,328	122,680,951	Total, produit de la vente de temps d'antenne	4
84,545	92,508	182,905	418,171	3,011,741	Autres recettes d'exploitation	5
4,961,944	5,543,921	11,672,850	16,951,499	125,692,692	Total, recettes d'exploitation	6
					Dépenses d'exploitation:	
					Salaires et gages:	
2,123,700	2,658,309	4,879,922	7,366,923	51,576,940	Rémunérations directes.....	7
117,926	65,222	179,553	265,425	2,022,807	Avantages sociaux	8
					Émissions:	
52,344	43,527	113,618	192,376	1,882,733	Cachets	9
15,286	8,938	38,519	55,909	399,662	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures.....	10
10,135	44,266	43,885	70,113	439,403	Matériel de production hors studio	11
149,196	205,312	319,107	592,962	3,823,004	Services de presse, transcriptions et enregistrements musicaux, droits de retransmission.....	12
4,402	1,573	18,003	10,758	98,484	Amortissement (longs métrages, émissions souscrites et émissions diverses).....	13
957	6,510	3,897	3,289	35,371	Frais d'expédition et droits de douane	14
—	—	903	2,472	36,357	Frais de participation - réseau	15
65,764	74,029	48,032	100,312	1,133,759	Autres frais directement imputables aux émissions	16
					Entretien technique:	
12,069	30,000	16,197	50,129	371,247	Tubes pour émetteurs, studios et cars de reportage.....	17
2,333	—	7,965	6,031	77,065	Têtes d'enregistrement-lecture et rubans magnétoscopiques.....	18
70,001	35,780	85,517	177,185	934,984	Pièces détachées, fournitures et autres frais techniques	19
28,688	31,687	26,902	100,503	565,226	Location de voies de liaison	20
					Ventes, publicité et promotion:	
195,205	162,023	329,190	393,726	3,998,569	Publicité et promotion	21
32,006	28,215	48,249	62,993	564,594	Établissement des cotes d'écoute	22
					Commissions des représentants:	
183,633	172,656	388,024	631,309	5,828,735	Nationaux	23
8,563	4,422	217,057	33,661	1,758,323	Locaux	24
16,192	16,287	69,993	45,243	810,333	Autres frais de vente, de promotion et de publicité	25
					Administration générale:	
119,229	170,084	321,374	408,984	2,834,410	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.....	26
74,488	61,050	95,863	259,059	1,183,484	Frais d'exploitation du matériel roulant.....	27
122,498	232,719	294,880	430,539	3,219,598	Loyer (locaux seulement), éclairage, chauffage et énergie	28
164,823	179,607	328,368	691,290	4,907,465	Amortissement	29
54,768	54,084	75,737	169,398	1,160,480	Entretien et réparations	30
24,611	30,760	86,796	165,286	2,028,376	Frais juridiques; vérification, autres services professionnels.....	31
30,405	64,415	122,311	152,431	1,402,926	Créances douteuses.....	32
70,105	66,342	149,196	224,334	1,548,142	Droits de licence de diffusion	33
115,754	122,227	277,908	384,213	2,665,348	Droits musicaux	34
44,643	19,544	61,806	107,737	599,038	Location de matériel	35
41,044	94,867	51,204	247,895	2,025,213	Intérêt sur engagements à long et à court terme	36
363,403	363,656	754,095	1,413,400	9,112,521	Autres frais d'exploitation	37
4,319,171	5,048,111	9,454,071	14,815,885	109,044,597	Total, dépenses d'exploitation	38
642,773	495,810	2,218,779	2,135,614	16,648,095	Bénéfice net d'exploitation	39
273	375	581	861	6,530	Effectifs mensuels moyens	40

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 5. Operating Revenue, Expenses and Employees of the Privately-owned TELEVISION Broadcasting Industry, by Area, 1971

No.		Atlantic Provinces — Provinces de l'Atlantique 9 stations	Québec 13 stations	Ontario 16 stations	Manitoba and — et Saskatchewan 12 stations
		dollars			
	Operating revenue:				
	Revenue from sale of air time: ¹				
1	Local time sales	2,763,732	6,777,980	6,861,587	3,245,219
2	National time sales.....	2,826,814	20,313,109	33,525,456	4,105,930
3	Network time sales ²	1,070,324	1,915,367	3,500,868	1,191,981
4	Total revenue from sale of air time.....	6,660,870	29,006,456	43,887,911	8,543,130
5	Incidental operating revenue	464,473	3,393,874	5,762,007	199,544
6	Total operating revenue	7,125,343	32,400,330	49,649,918	8,742,674
	Operating expenses:				
	Salaries and wages:				
7	Direct remuneration.....	2,369,523	9,705,210	15,604,537	2,855,900
8	Fringe benefits.....	101,074	511,907	731,917	116,521
	Program:				
9	Talent fees.....	49,322	2,461,340	2,725,640	82,506
10	Raw film and audio tape, studio sets and props, and other materials and supplies.....	87,491	752,777	1,031,991	141,520
11	Remote facilities.....	976	13,536	72,847	5,996
12	News service, music recordings and transcriptions, and program rights and royalties.....	124,321	321,974	560,630	74,401
13	Amortization of feature films, syndicated and other programs	511,115	4,247,056	6,263,243	640,104
14	Program distribution and customs expenses	68,732	110,832	252,189	62,681
15	Network assessments	192,344	192,077	1,469,653	455,218
16	Other direct program expenses	221,184	770,652	546,099	104,536
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses	62,001	109,941	248,628	86,878
18	VTR heads, and tape expenses.....	58,363	382,258	462,959	51,494
19	Equipment parts and supplies, and other technical expenses	100,160	315,643	445,983	64,826
20	Line charges	112,784	19,966	203,640	1,050
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity	84,330	331,457	1,142,888	98,557
22	Rating services	42,307	91,703	208,045	41,155
	Sales representatives commissions:				
23	National	234,678	857,237	1,707,589	310,465
24	Local.....	—	256,205	119,883	50,827
25	Other selling, promotion and publicity expenses	56,954	38,157	107,203	12,755
	General administration:				
26	Travel, entertainment, membership dues and subscriptions	115,132	353,599	691,049	209,511
27	Motor vehicle operating expenses	45,568	172,207	217,541	92,181
28	Rent of premises, and light, heat and power.....	167,107	1,063,685	843,561	163,646
29	Depreciation and amortization.....	875,888	2,256,018	3,234,064	685,984
30	Maintenance and repairs.....	61,683	315,869	673,697	77,179
31	Legal, audit and other professional fees.....	52,939	138,184	282,947	34,450
32	Doubtful accounts	25,259	166,181	108,458	28,598
33	Station licence fees	87,925	458,980	609,662	99,711
34	Music licence fees.....	116,188	697,645	905,253	191,877
35	Equipment rental	43,138	85,333	382,899	2,614
36	Interest on long and short term obligations.....	258,530	268,214	1,200,206	86,230
37	Other operating expenses.....	575,469	1,137,517	1,848,384	358,425
38	Total operating expenses.....	6,902,483	28,603,360	44,903,285	7,287,796
39	Net operating profit	222,858	3,796,970	4,746,633	1,454,878
40	Average monthly number of employees.....	335	1,144	1,628	505

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

**TABLEAU 5. Recettes et dépenses d'exploitation et effectifs de l'industrie de la TÉLÉVISION
privée, par région, 1971**

Alberta 7 stations	British Columbia — Colombie- Britannique 7 stations	Total 64 stations		N°
dollars				
4, 116, 613	2, 098, 824	25, 863, 955	Recettes d'exploitation:	
4, 521, 887	3, 593, 397	68, 886, 593	Produits de la vente de temps d'antenne ¹ :	
1, 254, 340	962, 051	9, 894, 931	Ventes de temps d'antenne local	1
9, 892, 840	6, 654, 272	104, 645, 479	Ventes de temps d'antenne national	2
500, 769	823, 615	11, 144, 282	Ventes de temps d'antenne réseau ²	3
10, 393, 609	7, 477, 887	115, 789, 761	Total, produit de la vente de temps d'antenne	4
			Autres recettes d'exploitation	5
			Total, recettes d'exploitation	6
			Dépenses d'exploitation:	
			Salaires et gages:	
3, 123, 318	2, 083, 759	35, 742, 247	Rémunérations directes	7
118, 242	84, 558	1, 664, 219	Avantages sociaux	8
			Émissions:	
131, 359	90, 679	5, 540, 846	Cachets	9
178, 234	214, 682	2, 406, 695	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures	10
32, 389	6, 216	131, 960	Matériel de production hors studio	11
66, 749	110, 865	1, 258, 940	Services de presse, transcriptions et enregistrements musicaux, droits de retransmission	12
939, 794	676, 689	13, 278, 001	Amortissement (longs métrages, émissions souscrites et émissions diverses)	13
160, 849	110, 773	766, 056	Frais d'expédition et droits de douane	14
387, 241	18, 696	2, 715, 229	Frais de participation - réseau	15
20, 800	101, 668	1, 764, 939	Autres frais directement imputables aux émissions	16
			Entretien technique:	
78, 041	57, 365	642, 854	Tubes pour émetteurs, studios et cars de reportage	17
57, 896	71, 381	1, 084, 351	Têtes d'enregistrement-lecture et rubans magnétoscopiques	18
190, 520	88, 027	1, 205, 159	Pièces détachées, fournitures et autres frais techniques	19
1, 352	123, 609	462, 401	Location de voies de liaison	20
			Ventes, publicité et promotion:	
152, 564	83, 467	1, 893, 263	Publicité et promotion	21
46, 329	28, 901	458, 440	Établissement des cotes d'écoute	22
			Commissions des représentants:	
382, 273	262, 774	3, 755, 016	Nationaux	23
—	143, 892	570, 807	Locaux	24
10, 029	30, 858	255, 956	Autres frais de vente, de promotion et de publicité	25
			Administration générale:	
238, 957	143, 459	1, 751, 707	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles	26
74, 893	37, 685	640, 075	Frais d'exploitation du matériel roulant	27
149, 022	151, 516	2, 538, 537	Loyer (locaux seulement), éclairage, chauffage et énergie	28
621, 313	584, 379	8, 257, 646	Amortissement	29
118, 057	83, 742	1, 330, 227	Entretien et réparations	30
75, 970	48, 241	632, 731	Frais juridiques; vérifications, autres services professionnels	31
57, 060	26, 228	411, 784	Créances douteuses	32
137, 326	82, 811	1, 476, 415	Droits de licence de diffusion	33
138, 591	124, 880	2, 174, 434	Droits musicaux	34
137, 888	138, 061	789, 933	Location de matériel	35
55, 264	182, 532	2, 050, 976	Intérêt sur engagements à long et à court terme	36
349, 803	447, 678	4, 717, 276	Autres frais d'exploitation	37
8, 232, 123	6, 440, 071	102, 369, 120	Total, dépenses d'exploitation	38
2, 161, 486	1, 037, 816	13, 420, 641	Bénéfice net d'exploitation	39
397	270	4, 279	Effectifs mensuels moyens	40

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 6. Operating Revenue, Expenses and Employees of the Privately-owned RADIO Broadcasting Industry, by Revenue Group, 1971

No.		Under \$100,000 — Moins de \$100,000	\$100,000 - 149,999	\$150,000 - 199,999	\$200,000 - 249,999	\$250,000 - 374,999	\$375,000 499,999
		102 stations	32 stations	38 stations	25 stations	50 stations	31 stations
		dollars					
	Operating revenue:						
	Revenue from sale of air time: ¹						
1	Local time sales	3,096,907	3,279,380	5,292,669	4,741,658	11,497,653	9,538,424
2	National time sales	536,294	646,313	1,129,141	852,907	3,254,753	3,415,278
3	Network time sales ²	137,054	69,823	103,205	39,920	90,228	51,978
4	Total revenue from sale of air time	3,770,255	3,995,516	6,525,015	5,634,485	14,842,634	13,005,680
5	Incidental operating revenue	145,696	49,943	97,371	80,229	182,037	177,346
6	Total operating revenue	3,915,951	4,045,459	6,622,386	5,714,714	15,024,671	13,183,026
	Operating expenses:						
	Salaries and wages:						
7	Direct remuneration	2,245,357	2,081,788	3,142,159	2,901,308	7,416,480	6,439,978
8	Fringe benefits	82,145	68,132	120,485	85,077	295,068	224,935
	Program:						
9	Talent fees	26,394	25,559	102,845	61,690	127,033	190,906
10	Raw film and audio tape, studio sets and props, and other materials and supplies	19,812	18,630	20,116	27,673	49,850	37,302
11	Remote facilities	11,635	21,454	32,014	17,251	49,360	55,502
12	News service, music recordings and transcriptions, and program rights and royalties	143,584	174,154	189,677	168,286	522,958	382,582
13	Amortization of feature films, syndicated and other pro- grams	8,364	969	7,133	1,436	14,168	12,129
14	Program distribution and customs expenses	2,666	2,104	965	1,896	5,919	5,996
15	Network assessments	—	4,180	1,550	—	10,525	5,750
16	Other direct program expenses	41,222	31,559	82,738	25,799	114,213	83,544
	Technical maintenance:						
17	Transmitter, studio and mobile unit tubes expenses	32,824	16,400	22,976	25,822	75,975	49,765
18	VTR heads, and tape expenses	3,159	5	11,688	2,805	8,833	12,822
19	Equipment parts and supplies, and other technical ex- penses	105,840	47,155	72,350	48,145	135,186	106,088
20	Line charges	88,940	54,424	49,064	37,313	90,460	73,748
	Sales, advertising and promotion:						
21	Advertising, promotion and publicity	53,197	70,795	77,515	97,891	317,876	305,620
22	Rating services	13,990	12,590	15,346	22,165	53,589	72,339
	Sales representatives commissions:						
23	National	81,164	96,527	122,015	89,440	488,693	334,945
24	Local	14,094	27,334	60,588	37,037	167,205	107,049
25	Other selling, promotion and publicity expenses	16,774	20,527	12,614	16,445	37,264	68,955
	General administration:						
26	Travel, entertainment, membership dues and subscriptions	84,761	133,684	180,771	131,360	473,105	356,278
27	Motor vehicle operating expenses	50,111	64,929	98,513	70,137	212,141	111,261
28	Rent of premises, and light, heat and power	168,171	179,298	227,429	185,760	484,705	339,808
29	Depreciation and amortization	446,235	237,648	312,740	265,411	737,033	566,669
30	Maintenance and repairs	61,376	75,721	100,419	80,963	179,542	126,386
31	Legal, audit and other professional fees	40,710	77,705	85,053	62,789	155,548	180,359
32	Doubtful accounts	25,759	52,187	73,459	62,473	162,960	192,608
33	Station licence fees	29,318	38,667	63,449	65,885	187,840	148,830
34	Music licence fees	57,850	52,731	135,641	75,515	265,443	263,384
35	Equipment rental	23,034	35,583	90,730	27,026	111,399	56,491
36	Interest on long and short term obligations	69,463	92,299	101,190	134,131	226,473	363,202
37	Other operating expenses	320,085	362,242	445,730	437,044	1,124,720	905,022
38	Total operating expenses	4,368,034	4,176,980	6,058,962	5,265,973	14,301,564	12,180,253
39	Net operating profit (loss)	(452,083)	(131,521)	563,424	448,741	723,107	1,002,773
40	<i>Average monthly number of employees</i>	<i>381</i>	<i>374</i>	<i>515</i>	<i>446</i>	<i>1,120</i>	<i>845</i>

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABLEAU 6. Recettes et dépenses d'exploitation et effectifs de l'industrie de la RADIODIFFUSION privée, par tranche de recettes, 1971

\$500,000 - 749,999	\$750,000 - 999,999	\$1,000,000 - 1,499,999	\$1,500,000 and over — et plus	Total		N°
25 stations	15 stations	11 stations	12 stations	341 stations		
dollars						
					Recettes d'exploitation:	
					Produits de la vente de temps d'antenne ¹ :	
10,074,002	8,282,798	8,167,287	13,950,918	77,921,696	Ventes de temps d'antenne local	1
4,639,436	5,015,758	5,053,531	18,687,105	43,230,516	Ventes de temps d'antenne national	2
125,779	197	1,147	909,408	1,528,739	Ventes de temps d'antenne réseau ²	3
14,839,217	13,298,753	13,221,965	33,547,431	122,680,951	Total, produit de la vente de temps d'antenne	4
217,258	167,982	240,055	1,653,824	3,011,741	Autres recettes d'exploitation	5
15,056,475	13,466,735	13,462,020	35,201,255	125,692,692	Total, recettes d'exploitation	6
					Dépenses d'exploitation:	
					Salaires et gages:	
6,659,513	5,354,538	4,803,072	10,532,747	51,576,940	Rémunérations directes	7
275,331	183,583	214,522	473,529	2,022,807	Avantages sociaux	8
					Émissions:	
168,196	226,899	332,611	620,600	1,882,733	Cachets	9
76,884	31,664	8,841	108,890	399,662	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures.	10
30,792	18,987	35,123	167,285	439,403	Matériel de production hors studio	11
458,946	333,341	352,930	1,096,546	3,823,004	Services de presse, transcriptions et enregistrements musicaux, droits de retransmission.	12
10,407	27,123	3,993	12,762	98,484	Amortissement (longs métrages, émissions souscrites et émissions diverses).	13
2,593	6,393	5,438	1,401	35,371	Frais d'expédition et droits de douane	14
—	14,352	—	—	36,357	Frais de participation-réseau	15
96,146	270,288	147,667	240,583	1,133,759	Autres frais directement imputables aux émissions	16
					Entretien technique:	
62,636	17,976	22,273	44,600	371,247	Tubes pour émetteurs, studios et cars de reportage	17
13,253	2,639	2,552	19,309	77,065	Têtes d'enregistrement-lecture et rubans magnétoscopiques	18
89,784	80,169	107,944	142,323	934,984	Pièces détachées, fournitures et autres frais techniques	19
47,198	47,253	29,632	47,194	565,226	Location de voies de liaison	20
					Ventes, publicité et promotion:	
547,219	550,270	326,986	1,651,200	3,998,569	Publicité et promotion	21
62,868	84,375	71,824	155,508	564,594	Établissement des cotes d'écoute	22
					Commissions des représentants:	
702,145	651,840	596,827	2,665,139	5,828,735	Nationaux	23
172,901	421,856	308,734	441,525	1,758,323	Locaux	24
49,838	172,359	76,702	338,855	810,333	Autres frais de vente, de promotion et de publicité	25
					Administration générale:	
407,671	258,365	248,969	559,446	2,834,410	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.	26
142,646	154,255	95,964	183,527	1,183,484	Frais d'exploitation du matériel roulant	27
570,565	234,705	312,706	516,451	3,219,598	Loyer (locaux seulement), éclairage, chauffage et énergie	28
595,609	372,691	339,199	1,034,230	4,907,465	Amortissement	29
138,141	85,933	68,927	243,072	1,160,480	Entretien et réparations	30
173,246	212,681	127,181	913,104	2,028,376	Frais juridiques; vérifications, autres services professionnels	31
222,267	127,873	173,932	309,408	1,402,926	Créances douteuses	32
236,846	186,716	161,806	428,785	1,548,142	Droits de licence de diffusion	33
275,975	328,180	361,057	849,572	2,665,348	Droits musicaux	34
90,522	38,396	41,341	84,516	599,038	Location de matériel	35
231,258	127,570	105,933	573,694	2,025,213	Intérêt sur engagements à long et à court terme	36
1,230,772	924,216	1,300,238	2,062,452	9,112,521	Autres frais d'exploitation	37
13,842,168	11,547,486	10,784,924	26,518,253	109,044,597	Total, dépenses d'exploitation	38
1,214,307	1,919,249	2,677,096	8,683,002	16,648,095	Bénéfice net d'exploitation (pertes)	39
839	588	488	934	6,530	Effectifs mensuels moyens	40

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 7. Operating Revenue, Expenses and Employees of the Privately-owned TELEVISION Broadcasting Industry, by Revenue Group, 1971

No.		Under \$250,000 — Moins de \$250,000	\$250,000- 499,999	\$500,000- 999,999	\$1,000,000- 1,499,999
		10 stations	12 stations	17 stations	8 stations
		dollars			
	Operating revenue:				
	Revenue from sale of air time: ¹				
1	Local time sales.....	788,320	2,010,998	4,160,357	3,764,439
2	National time sales	630,691	1,634,005	4,932,852	3,792,475
3	Network time sales ²	361,726	889,159	1,974,267	1,515,123
4	Total revenue from sale of air time	1,780,737	4,534,162	11,067,476	9,072,037
5	Incidental operating revenue.....	95,791	95,683	376,466	636,737
6	Total operating revenue.....	1,876,528	4,629,845	11,443,942	9,708,774
	Operating expenses:				
	Salaries and wages:				
7	Direct remuneration	784,891	1,783,218	4,289,844	3,268,795
8	Fringe benefits	27,883	69,996	187,774	154,328
	Program:				
9	Talent fees	2,604	19,510	128,425	123,507
10	Raw film and audio tape, studio sets and props, and other materials and supplies.....	19,077	113,312	201,515	137,228
11	Remote facilities	78	3,060	4,887	5,172
12	News service, music recordings and transcriptions, and program rights and royalties.....	62,314	60,079	144,128	160,652
13	Amortization of feature films, syndicated and other programs.....	125,299	277,190	959,696	990,809
14	Program distribution and customs expenses.....	8,847	59,385	89,616	66,165
15	Network assessments.....	30,941	8,597	128,498	66,469
16	Other direct program expenses	4,263	88,896	68,708	107,956
	Technical maintenance:				
17	Transmitter, studio and mobile unit tubes expenses.....	26,384	44,669	97,702	100,999
18	VTR heads, and tape expenses	11,385	22,564	59,183	79,388
19	Equipment parts and supplies, and other technical expenses	23,347	64,836	137,431	126,839
20	Line charges	48,503	22,471	34,799	33,762
	Sales, advertising and promotion:				
21	Advertising, promotion and publicity.....	27,319	44,627	86,202	177,066
22	Rating services.....	4,335	19,888	56,646	54,800
	Sales representatives commissions:				
23	National	81,015	147,732	333,619	292,476
24	Local	—	18,117	103,483	96,387
25	Other selling, promotion and publicity expenses.....	625	777	47,891	10,913
	General administration:				
26	Travel, entertainment, membership dues and subscriptions.....	66,116	107,324	230,151	207,494
27	Motor vehicle operating expenses	35,130	66,068	106,882	61,240
28	Rent of premises, and light, heat and power	57,682	160,066	243,500	161,733
29	Depreciation and amortization	191,474	433,347	1,068,308	1,013,320
30	Maintenance and repairs	28,268	75,461	157,716	83,245
31	Legal, audit and other professional fees	10,534	41,372	65,461	49,773
32	Doubtful accounts.....	5,229	25,423	53,501	48,749
33	Station licence fees	10,353	60,184	142,555	117,867
34	Music licence fees	41,050	86,708	213,507	176,928
35	Equipment rental.....	11,093	81,934	70,988	41,337
36	Interest on long and short term obligations	26,380	77,514	156,946	161,097
37	Other operating expenses	133,810	239,062	499,170	588,050
38	Total operating expenses	1,906,229	4,323,387	10,168,732	8,764,544
39	Net operating profit (loss)	(29,701)	306,458	1,275,210	944,230
40	Average monthly number of employees	240	277	634	446

¹ After deducting advertising agency commissions and trade discounts.

² After deducting line and service charges.

TABEAU 7. Recettes et dépenses d'exploitation et effectifs de l'industrie de la TÉLÉVISION privée, par tranche de recettes, 1971

\$1,500,000- 2,999,999	\$3,000,000 and over — et plus	Total		N°
6 stations	11 stations dollars	64 stations		
			Recettes d'exploitation:	
			Produits de la vente de temps d'antenne ¹ :	
3, 927, 268	11, 212, 573	25, 863, 955	Ventes de temps d'antenne local	1
6, 995, 649	50, 900, 921	68, 886, 593	Ventes de temps d'antenne national.....	2
1, 562, 249	3, 592, 407	9, 894, 931	Ventes de temps d'antenne-réseau ²	3
12, 485, 166	65, 705, 901	104, 645, 479	Total, produit de la vente de temps d'antenne	4
462, 516	9, 477, 089	11, 144, 282	Autres recettes d'exploitation.....	5
12, 947, 682	75, 182, 990	115, 789, 761	Total, recettes d'exploitation	6
			Dépenses d'exploitation:	
			Salaires et gages:	
4, 039, 597	21, 575, 902	35, 742, 247	Rémunérations directes	7
185, 967	1, 038, 271	1, 664, 219	Avantages sociaux	8
			Émissions:	
186, 941	5, 079, 859	5, 540, 846	Cachets.....	9
252, 634	1, 682, 929	2, 406, 695	Pellicule et ruban magnétique vierges, décors et accessoires de studio et autres matières et fournitures.	10
5, 446	113, 317	131, 960	Matériel de production hors studio.....	11
119, 206	712, 561	1, 258, 940	Services de presse, transcriptions et enregistrements musicaux, droits de retransmission.	12
1, 086, 683	9, 838, 324	13, 278, 001	Amortissement (longs métrages, émissions souscrites et émissions diverses).	13
123, 849	418, 194	766, 056	Frais d'expédition et droits de douane.....	14
444, 695	2, 036, 029	2, 715, 229	Frais de participation-réseau	15
256, 854	1, 238, 262	1, 764, 939	Autres frais directement imputables aux émissions.....	16
			Entretien technique:	
86, 596	286, 504	642, 854	Tubes pour émetteurs, studios et cars de reportage	17
115, 471	796, 360	1, 084, 351	Têtes d'enregistrement-lecture et rubans magnétoscopiques	18
129, 273	723, 433	1, 205, 159	Pièces détachées, fournitures et autres frais techniques.....	19
2, 191	320, 675	462, 401	Location de voies de liaison.....	20
			Ventes, publicité et promotion:	
147, 130	1, 410, 919	1, 893, 263	Publicité et promotion	21
75, 761	247, 010	458, 440	Établissement des cotes d'écoute	22
			Commissions des représentants:	
507, 130	2, 393, 044	3, 755, 016	Nationaux	23
94, 548	258, 272	570, 807	Locaux	24
77, 422	118, 328	255, 956	Autres frais de vente, de promotion et de publicité.....	25
			Administration générale:	
184, 456	956, 166	1, 751, 707	Frais de déplacement et de représentation; souscriptions et cotisations à des associations professionnelles.	26
95, 361	275, 394	640, 075	Frais d'exploitation du matériel roulant	27
235, 705	1, 679, 851	2, 538, 537	Loyer (locaux seulement), éclairage, chauffage et énergie	28
820, 991	4, 730, 206	8, 257, 646	Amortissement	29
111, 447	874, 090	1, 330, 227	Entretien et réparations	30
124, 642	340, 949	632, 731	Frais juridiques; vérifications autres services professionnels	31
41, 674	237, 208	411, 784	Créances douteuses	32
172, 651	972, 805	1, 476, 415	Droits de licence de diffusion.....	33
302, 500	1, 353, 741	2, 174, 434	Droits musicaux	34
81, 127	503, 454	789, 933	Location de matériel.....	35
344, 419	1, 284, 620	2, 050, 976	Intérêt sur engagements à long et à court terme.....	36
763, 467	2, 493, 717	4, 717, 276	Autres frais d'exploitation.....	37
11, 215, 834	65, 990, 394	102, 369, 120	Total, dépenses d'exploitation	38
1, 731, 848	9, 192, 596	13, 420, 641	Bénéfice net d'exploitation (pertes).....	39
505	2, 177	4, 279	Effectifs mensuels moyens	40

¹ Après déduction des commissions des agences de publicité et des rabais.

² Après déduction des frais de location de voies de liaison et des frais de service.

TABLE 8. Analysis of Net Profit of the Privately-owned RADIO and TELEVISION Broadcasting Industry, 1970 and 1971

TABLEAU 8. Analyse du bénéfice net des stations privées de RADIODIFFUSION et de TÉLÉVISION, 1970 et 1971

	1970	1971
	dollars	
Net operating profit — Bénéfice net d'exploitation:		
Radio	13,215,998	16,648,095
Télévision	17,626,308	13,420,641
Net operating profit — Total — Bénéfice net d'exploitation	30,842,306	30,068,736
Other revenue and adjustments — Autres recettes et redressements	17,985,563	23,964,575
Less other expenses and adjustments — Moins autres dépenses et redressements	(13,802,700)	(14,464,266)
Other revenue net of other expenses — Autres recettes nettes, tous frais déduits	4,182,863	9,500,309
Net profit related to broadcasting activities (before income taxes) — Bénéfice net (avant impôts sur le revenu) provenant de la diffusion ou de la télévision	35,025,169	39,569,045
Net profit (loss) derived from activities not related to broadcasting — Bénéfice net (perte nette), ne provenant pas de la radiotélévision	(1,842,711)	7,507,424
Net profit (before income taxes) — Total — Bénéfice net (avant impôts sur le revenu)	33,182,458	47,076,469
Provision for income taxes — Provision pour impôts sur le revenu	(19,423,464)	(18,891,746)
Net profit to August 31 — Bénéfice net au 31 août	13,758,994	28,184,723

TABLE 9. Balance Sheet Data of the RADIO and TELEVISION Broadcasting Industry, 1971

TABLEAU 9. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1971

	Private stations — Stations privées		CBC — Radio-Canada	Total
	dollars			
Current assets — Disponibilités:				
Cash — Encaisse	9,468,280	3,727,000	1,640,000	14,835,280
Temporary investments — Placements temporaires	10,830,420	114,739	—	10,945,159
Receivables — net — Comptes à recevoir — nets	42,877,311	12,268,584	5,301,000	60,446,895
Inventories — Stocks	2,103,481	7,941,281	2,902,000	12,946,762
Prepaid expenses — Compte de régularisation — actif	10,244,480	184,352	3,505,000	13,933,832
Other current assets — Autres disponibilités	17,519,532	66,642	150,058,000	167,644,174
Current assets — Total — Disponibilités	93,043,504	24,302,598	163,406,000	280,752,102
Current liabilities — Exigibilités:				
Bank loans — Emprunts bancaires	27,434,460	827,000	—	28,261,460
Accounts payable and accrued liabilities — Comptes à payer et compte de régularisation — passif	27,953,182	8,579,432	18,842,000	55,374,614
Dividends payable — Dividendes à verser	387,535	—	—	387,535
Income taxes payable — Impôts sur le revenu à payer	3,369,067	211,000	—	3,580,067
Other current liabilities — Autres exigibilités	7,178,672	2,052,554	112,600,000	121,831,226
Current liabilities — Total — Exigibilités	66,322,916	11,669,986	131,442,000	209,434,902
Working capital — Fonds de roulement	26,720,588	12,632,612	31,964,000	71,317,200
Other assets and liabilities — Autres éléments d'actif et de passif:				
Property, plant and equipment — Terrains, bâtiments, installations et matériel	196,114,301	24,144,448	225,918,000	446,176,749
Accumulated depreciation — Amortissement accumulé	(113,210,844)	(13,170,483)	(87,470,000)	(213,851,327)
Other assets — Autres éléments d'actif	57,605,484	1,217,963	2,231,000	61,054,447
Deferred credits — Comptes différés	(4,641,459)	(750,900)	—	(5,392,359)
Long term debt — Dette à long terme	(44,546,289)	(12,314,393)	—	(56,860,682)
Other liabilities — Autres éléments de passif	(605,780)	24,209	—	(581,571)
Other assets net of other liabilities — Total — Autres éléments d'actif, déduction faite des autres éléments de passif	90,715,413	(849,156)	140,679,000	230,545,257
Net worth at August 31, 1971 — Valeur nette au 31 août 1971	117,436,001	11,783,456	172,643,000	301,862,457

TABLE 10. Balance Sheet Data of the Privately-owned RADIO and TELEVISION Broadcasting Industry by Area, 1971

TABLEAU 10. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, par région, 1971

	Newfoundland and Prince Edward Island Terre-Neuve et Île-du-Prince Edouard 13 stations	Nova Scotia Nouvelle- Écosse 21 stations	New Brunswick — Nouveau- Brunswick 15 stations	Québec 84 stations	Ontario 130 stations
	dollars				
Current assets — Disponibilités:					
Cash — Encaisse	275,943	590,125	147,006	6,630,707	3,293,006
Temporary investments — Placements temporaires	201,734	155,760	28,126	999,364	4,793,909
Receivables — net — Comptes à recevoir — nets	932,643	1,163,712	860,941	23,235,469	17,601,631
Inventories — Stocks	24,845	—	55,960	8,586,586	814,253
Prepaid expenses — Frais payés d'avance	128,431	88,566	185,506	5,300,027	3,091,221
Other current assets — Autres disponibilités	68,140	48,758	15,700	2,121,264	14,593,608
Current assets — Total — Disponibilités	1,631,736	2,046,921	1,293,239	46,873,417	44,187,628
Current liabilities — Exigibilités:					
Bank loans — Emprunts bancaires	33,845	736,630	742,225	3,604,876	21,238,438
Accounts payable and accrued liabilities — Comptes à payer et comptes de régularisation — passif	233,618	456,228	269,625	15,773,640	15,428,284
Dividends payable — Dividendes à verser	—	1,732	—	60,428	10,794
Income taxes payable — Impôts sur le revenu à payer	112,176	116,591	60,038	917,345	1,624,173
Other current liabilities — Autres exigibilités	99,261	247,501	178,277	2,056,749	5,048,932
Current liabilities — Total — Exigibilités	478,900	1,558,682	1,250,165	22,413,038	43,350,621
Working capital — Fonds de roulement	1,152,836	488,239	43,074	24,460,379	837,007
Other assets and liabilities — Autres éléments d'actif et de passif:					
Property, plant and equipment — Terrains, bâtiments, installations et matériel	4,340,428	6,178,467	9,211,755	67,131,511	78,342,944
Accumulated depreciation — Amortissement accumulé	(3,236,257)	(3,545,574)	(5,779,186)	(40,526,622)	(39,378,856)
Other assets — Autres éléments d'actif	221,455	1,549,076	1,263,832	10,388,324	34,540,675
Deferred credits — Comptes différés	—	(8,100)	(44,699)	(735,590)	(3,379,893)
Long term debt — Dette à long terme	(97,633)	(551,642)	(3,234,487)	(21,588,221)	(19,273,420)
Other liabilities — Autres éléments de passif	(15,087)	439,732	46,438	71,693	(200,181)
Other assets net of other liabilities — Total — Autres éléments d'actif, déduction faite des autres éléments de passif	1,212,906	4,061,959	1,463,653	14,741,095	50,651,269
Net worth at August 31, 1971 — Valeur nette au 31 août 1971	2,365,742	4,550,198	1,506,727	39,201,474	51,488,276
	Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total
	16 stations	30 stations	31 stations	65 stations	405 stations
	dollars				
Current assets — Disponibilités:					
Cash — Encaisse	129,163	769,544	879,936	479,850	13,195,280
Temporary investments — Placements temporaires	331,955	1,201,149	3,070,567	162,595	10,945,159
Receivables — net — Comptes à recevoir — nets	1,051,187	1,921,027	3,718,662	4,660,623	55,145,895
Inventories — Stocks	37,720	94,560	308,368	122,470	10,044,762
Prepaid expenses — Frais payés d'avance	148,627	139,999	723,642	622,813	10,428,832
Other current assets — Autres disponibilités	189,536	29,669	128,754	390,745	17,586,174
Current assets — Total — Disponibilités	1,888,188	4,155,948	8,829,929	6,439,096	117,346,102
Current liabilities — Exigibilités:					
Bank loans — Emprunts bancaires	170,238	536,743	390,238	808,227	28,261,460
Accounts payable and accrued liabilities — Comptes à payer et comptes de régularisation — passif	340,521	719,601	1,460,140	1,850,957	36,532,614
Dividends payable — Dividendes à verser	23,150	201,240	28,475	61,716	387,535
Income taxes payable — Impôts sur le revenu à payer	150,922	121,116	299,262	178,444	3,580,067
Other current liabilities — Autres exigibilités	397,462	148,516	113,457	941,071	9,231,226
Current liabilities — Total — Exigibilités	1,082,293	1,727,216	2,291,572	3,840,415	77,992,902
Working capital — Fonds de roulement	805,895	2,428,732	6,538,357	2,598,681	39,353,200
Other assets and liabilities — Autres éléments d'actif et de passif:					
Property, plant and equipment — Terrains, bâtiments, installations et matériel	6,340,413	12,535,732	16,255,317	19,922,182	220,258,749
Accumulated depreciation — Amortissement accumulé	(4,392,344)	(8,216,639)	(10,307,876)	(10,997,973)	(126,381,327)
Other assets — Autres éléments d'actif	845,778	707,073	2,114,572	7,192,662	58,823,447
Deferred credits — Comptes différés	(38,749)	(417,100)	(263,664)	(504,564)	(5,392,359)
Long term debt — Dette à long terme	(1,060,099)	(1,485,297)	(3,886,551)	(5,683,332)	(56,860,682)
Other liabilities — Autres éléments de passif	(308,240)	49,281	(218,603)	(446,604)	(581,571)
Other assets net of other liabilities — Total — Autres éléments d'actif, déduction faite des autres éléments de passif	1,386,759	3,173,050	3,693,195	9,482,371	89,866,257
Net worth at August 31, 1971 — Valeur nette au 31 août 1971	2,192,654	5,601,782	10,231,552	12,081,052	129,219,457

TABLE 11. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1971
TABLEAU 11. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1971

Fixed asset classification — Classification des immobilisations	Radio stations — Stations de radio			Television stations — Stations de télévision		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars					
Land — Terrains	7,472,949	1,873,000	9,345,949	1,653,603	7,490,000	9,143,603
Land improvements — Améliorations foncières	319,701	—	319,701	438,494	—	438,494
Buildings — Bâtiments	15,014,866	17,136,000	32,150,866	21,332,297	68,544,000	89,876,297
Tower and antenna system — Installation de pylônes et d'antennes	8,185,528	—	8,185,528	10,834,398	—	10,834,398
Transmitter equipment — Matériel émetteur	32,548,801	24,400,000	56,948,801	19,544,752	97,600,000	117,144,752
Studio and technical equipment — Matériel technique de studio	28,554,008	—	28,554,008	49,386,707	—	49,386,707
Mobile equipment — Matériel de car de reportage	776,956	—	776,956	1,867,383	—	1,867,383
Automobiles and trucks — Voitures et camions	1,562,773	572,000	2,134,773	618,104	2,289,000	2,907,104
Furniture and fixtures — Meubles et articles d'ameuble- ment	7,072,077	1,203,000	8,275,077	3,826,937	4,811,000	8,637,937
Other property, plant and equipment — Autres immobilisa- tions corporelles	1,544,233	—	1,544,233	1,120,749	—	1,120,749
Leasehold improvements — Améliorations locatives	3,958,793	—	3,958,793	602,169	—	602,169
Miscellaneous — Divers	1,306,959	—	1,306,959	715,512	—	715,512
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	108,317,644	45,184,000	153,501,644	111,941,105	180,734,000	292,675,105
Accumulated depreciation — Amortissement accumulé	62,179,613	17,494,000	79,673,613	64,201,714	69,976,000	134,177,714
Property, plant and equipment net of accumulated de- preciation at August 31, 1971 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1971	46,138,031	27,690,000	73,828,031	47,739,391	110,758,000	158,497,391
	Radio and television stations — Stations de radio et de télévision					
	Private stations — Stations privées	CBC — Radio-Canada		Total		
	dollars					
Land — Terrains	9,126,552	9,363,000		18,489,552		
Land improvements — Améliorations foncières	758,195	—		758,195		
Buildings — Bâtiments	36,347,163	85,680,000		122,027,163		
Tower and antenna system — Installations de pylônes et d'antennes	19,019,926	122,000,000		273,698,533		
Transmitter equipment — Matériel émetteur	52,093,553					
Studio and technical equipment — Matériel technique de studio	77,940,715					
Mobile equipment — Matériel de car de reportage	2,644,339					
Automobiles and trucks — Voitures et camions	2,180,877	2,861,000		5,041,877		
Furniture and fixtures — Meubles et articles d'ameuble- ment	10,899,014	6,014,000		16,913,014		
Other property, plant and equipment — Autres immobilisa- tions corporelles	2,664,982	—		2,664,982		
Leasehold improvements — Améliorations locatives	4,560,962	—		4,560,962		
Miscellaneous — Divers	2,022,471	—		2,022,471		
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	220,258,749	225,918,000		446,176,749		
Accumulated depreciation — Amortissement accumulé	126,381,327	87,470,000		213,851,327		
Property, plant and equipment net of accumulated de- preciation at August 31, 1971 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1971	93,877,422	138,448,000		232,325,422		

TABLE 12. Detail of Property, Plant and Equipment of the Privately-owned RADIO and TELEVISION Broadcasting Industry, by Area, 1971

TABLEAU 12. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, par région, 1971

	Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Edouard 13 stations	Nova Scotia — Nouvelle- Ecosse 21 stations	New Brunswick — Nouveau- Brunswick 15 stations	Québec 83 stations	Ontario 131 stations
	dollars				
Land — Terrains	210,827	218,426	190,306	2,094,051	4,991,088
Land improvements — Améliorations foncières	50,846	30,286	3,941	326,696	260,324
Buildings — Bâtiments	437,940	1,253,116	2,277,242	9,309,773	13,244,500
Tower and antenna system — Installations de pylônes et d'antennes	508,964	451,244	521,828	3,671,649	8,058,201
Transmitter equipment — Matériel émetteur	1,126,603	1,310,307	2,743,557	17,103,426	15,048,687
Studio and technical equipment — Matériel technique et de studio	1,109,334	2,263,018	2,530,178	27,104,010	28,182,924
Mobile equipment — Matériel de car de reportage	73,381	34,375	7,244	659,935	1,010,520
Automobiles and trucks — Voitures et camions	96,449	80,237	27,024	375,470	847,098
Furniture and fixtures — Meubles et articles d'ameublement	250,023	314,307	344,008	3,745,186	3,689,754
Other property, plant and equipment — Autres immobilisations corporelles	26,756	22,380	31,000	995,187	1,090,288
Leasehold improvements — Améliorations locatives	310,831	85,839	31,469	1,393,119	1,200,213
Miscellaneous — Divers	138,474	114,932	503,958	353,009	719,347
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	4,340,428	6,178,467	9,211,755	67,131,511	78,342,944
Accumulated depreciation — Amortissement accumulé	3,236,257	3,545,574	5,779,186	40,526,622	39,378,856
Property, plant and equipment net of accumulated depreciation August 31, 1971 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1971	1,104,171	2,632,893	3,432,569	26,604,889	38,964,088
	Manitoba 20 stations	Saskatchewan 28 stations	Alberta 32 stations	British Columbia and Yukon — Colombie- Britannique et Yukon 62 stations	Total 405 stations
	dollars				
Land — Terrains	227,433	157,832	395,673	640,916	9,126,552
Land improvements — Améliorations foncières	26,803	4,556	23,663	31,080	758,195
Buildings — Bâtiments	1,586,517	2,352,889	2,578,253	3,306,933	36,347,163
Tower and antenna system — Installations de pylônes et d'antennes	880,260	1,865,345	1,303,627	1,758,808	19,019,926
Transmitter equipment — Matériel émetteur	504,009	3,652,720	4,534,838	6,069,406	52,093,553
Studio and technical equipment — Matériel technique et de studio	2,566,973	3,036,128	5,475,862	5,672,288	77,940,715
Mobile equipment — Matériel de car de reportage	116,074	186,066	367,493	189,251	2,644,339
Automobiles and trucks — Voitures et camions	42,139	157,345	188,494	366,621	2,180,877
Furniture and fixtures — Meubles et articles d'ameublement	223,059	664,664	769,464	898,549	10,899,014
Other property, plant and equipment — Autres immobilisations corporelles	131,663	26,215	212,374	129,119	2,664,982
Leasehold improvements — Améliorations locatives	28,243	403,924	251,267	856,057	4,560,962
Miscellaneous — Divers	7,240	28,048	154,309	3,154	2,022,471
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	6,340,413	12,535,732	16,255,317	19,922,182	220,258,749
Accumulated depreciation — Amortissement accumulé	4,392,344	8,216,639	10,307,876	10,997,973	126,381,327
Property, plant and equipment net of accumulated depreciation at August 31, 1971 — Total — Terrains, bâtiments, installations et matériel après déduction de l'amortissement accumulé au 31 août 1971	1,948,069	4,319,093	5,947,441	8,924,209	93,877,422

TABLE 13. Detail of Net Worth of the RADIO and TELEVISION Broadcasting Industry, 1970 and 1971

TABLEAU 13. Détail de la valeur nette, de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1970 et 1971

	Balance at August 31, 1970 — Solde au 31 août 1970			Balance at August 31, 1971 — Solde au 31 août 1971		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars					
Net worth — Valeur nette:						
Preferred share capital — Capital (actions privilégiées)	19,117,129	—	19,117,129	12,467,505	—	12,467,505
Common share capital — Capital (actions ordinaires).....	34,485,736	13,946,000 ¹	48,431,736	24,883,872	9,603,000 ¹	34,486,872
Retained earnings — Bénéfices non répartis	63,331,342	—	63,331,342	71,935,441	—	71,935,441
Other net worth balances — Autres éléments de la valeur nette	19,932,990	145,329,000	165,261,990	19,932,639	163,040,000	182,972,639
Net worth — Total — Valeur nette	136,867,197	159,275,000	296,142,197	129,219,457	172,643,000	301,862,457

¹This amount represents the equity of the Government of Canada in the CBC. — Cette somme représente l'avoir propre du gouvernement du Canada.

TABLE 14. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry, by Staff Categories, 1971

TABLEAU 14. Rémunération, avantages sociaux et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par catégorie de personnel, 1971

	Total remuneration ¹ — Rémunérations totales ¹			Average monthly number of employees — Effectifs mensuels moyens		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars			number		
Program (including talent fees paid to staff) — Émissions (y compris les cachets versés à des membres du personnel)	44,928,338	71,721,000	116,649,338	5,787	5,846	11,633
Technical maintenance — Entretien technique	9,959,835	8,340,000	18,299,835	1,207	772	1,979
Sales, advertising and promotion (including commissions paid to staff) — Ventes, publicité et promotion (y compris les commissions versées à des membres du personnel)	17,147,267	3,806,000	20,953,267	1,581	341	1,922
General administration (including direct pension payments) — Administration générale (y compris les pensions de retraite versées directement)	18,463,070	25,978,000	44,441,070	2,066	2,021	4,087
Directors' fees and emoluments — Jetons de présence et autres rémunérations des administrateurs	507,703	30,000	537,703	168	—	168
Total	91,006,213	109,875,000	200,881,213	10,809	8,980	19,789

¹ Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés, avant toute déduction.

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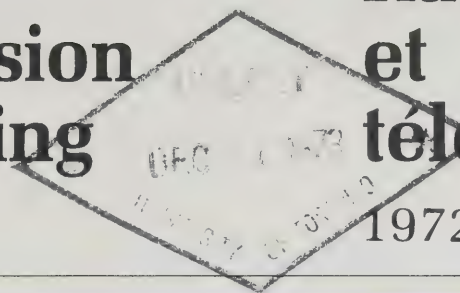
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Radio and television broadcasting

1972

Radiodiffusion et télévision

1972



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The following standard symbols are used in Statistics Canada publications:

.. figures not available.

... figures not appropriate or not applicable.

- nil or zero.

-- amount too small to be expressed.

P preliminary figures.

r revised figures.

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... n'ayant pas lieu de figurer.

- néant ou zéro.

-- nombres infimes.

P nombres provisoires.

r nombres rectifiés.

INTRODUCTION

The publication contains the results of an annual survey of the Radio and Television Broadcasting Industry conducted by Statistics Canada in conjunction with the Canadian Radio-Television Commission for the broadcasting year, i.e., the 12-month period from September 1, 1971 to August 31, 1972. Prior to this period, the broadcasting licensee's annual return was revised in consultation with both the Canadian Association of Broadcasters on behalf of the industry and the Canadian Radio-Television Commission. The nature of these revisions was to set out the return more clearly, particularly in relation to departmental expenses, depreciation, interest expense and other adjustments. Because of these revisions the tabular format of this publication has been modified in comparison to previous years' reports. However, other breakdowns of detail are available and can be provided on request from Statistics Canada. The data presented in the tables herein were compiled from the returns completed by the Canadian Broadcasting Corporation, CTV and the licensees of the private commercial broadcasting in operation during 1972.

The "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by the Canadian Association of Broadcasters, as in past years, has been recommended to respondents as a guide in completing their 1972 annual returns. The use of this return has satisfied the major statistical requirements of both the Canadian Radio-Television Commission and Statistics Canada thereby avoiding substantial duplication in collecting statistical data which eases the burden on respondents. This publication is intended to provide information to the general public on the broadcasting industry in assessing performance within the industry and to give an indication of industry performances in comparison with other media.

The data herein were based on the broadcasting year from September 1, 1971 to August 31, 1972. The regulation establishing this period for radio and television broadcasting was introduced for the 1968 reporting period by the Canadian Radio-Television Commission. As a result, all information contained in this publication is for the 12-month period ended August 31, 1972.

CONCEPTS

This survey covers the activities of all private commercial broadcasting stations and the two national networks CTV and the Canadian Broadcasting Corporation. Stations operating on a non-commercial basis such as those operated by religious and educational institutions are not included.

All broadcasting revenue from local, national and network time sales is net of advertising agency commissions, trade discounts, and line and service charges. In the case of network time sales, arrangements are generally made by the advertiser or the advertising agency directly with the television networks. The individual stations report network time sales received from the network to which it is affiliated.

The net revenue and expenses of the CTV Television Network Limited are included in Ontario in Table 5. In Table 7, the operations of this network are included in the revenue group which is applicable. In both these tables, the CTV network is not included in the station count.

INTRODUCTION

Le présent bulletin renferme les résultats d'une enquête annuelle de Statistique Canada sur l'industrie de la radio-diffusion et de la télévision au Canada effectuée en collaboration avec le Conseil de la Radio-Télévision canadienne pour l'année de diffusion, c.-à-d. la période de 12 mois entre le 1^{er} septembre 1971 et le 31 août 1972. Auparavant, le rapport annuel des titulaires d'une licence d'émission était révisé en accord avec l'Association canadienne des radio-diffuseurs (au nom de l'industrie) et le Conseil de la Radio-Télévision canadienne. Ces révisions visaient à présenter un rapport plus clair surtout dans le cas des dépenses internes, de la dépréciation, des intérêts versés et des autres redressements. À cause de ces révisions, la présentation des tableaux de la présente publication a été modifiée comparativement aux publications antérieures. Toutefois, d'autres ventilations sont disponibles et peuvent être obtenues sur demande en s'adressant à Statistique Canada. Les données des tableaux ci-annexés proviennent du dépouillement des déclarations fournies par la Société Radio-Canada, CTV et les titulaires d'une licence d'émission commerciale privée en 1972.

Tout comme par les années passées, la "Méthode uniforme de classification des comptes - radio et télévision" mise au point par l'Association canadienne des radio-diffuseurs a été proposée aux enquêtés comme guide pour les aider à remplir leur rapport annuel de 1972. L'utilisation de cette déclaration répond aux principaux besoins statistiques du Conseil de la Radio-Télévision canadienne et de Statistique Canada permettant ainsi d'éviter d'importants chevauchements inutiles lors de la collecte de données statistiques et d'alléger par le fait même le fardeau des enquêtés. La présente publication a pour but principal de fournir des renseignements au grand public sur l'industrie de la radio-télévision en évaluant le rendement de l'industrie elle-même et de donner une idée des rendements de l'industrie par comparaison avec les autres moyens de diffusion.

Les présentes données se fondent sur l'année de diffusion allant du 1^{er} septembre 1971 au 31 août 1972. Le Conseil de la Radio-Télévision canadienne a établi, pour l'année de déclaration 1968, un règlement faisant de cette période la période de déclaration pour la radiodiffusion et la télévision. C'est pourquoi tous les renseignements de la présente publication concernent la période de douze mois terminée le 31 août 1972.

CONCEPTS

L'enquête couvre les activités de toutes les stations commerciales privées des deux réseaux nationaux CTV et de Radio-Canada. Les stations non commerciales (les stations exploitées par des établissements d'enseignement, par exemple) ne sont pas prises en compte.

Toutes les recettes proviennent de la vente de temps d'antenne (national, local et réseau), déduction faite des commissions versées aux agences de publicité, des remises sur facture, des frais de location de voies de liaison et des frais de service. En ce qui concerne les ventes de temps d'antenne (réseau), les annonceurs ou les agences de publicité s'entendent d'ordinaire directement avec les réseaux. Les stations individuelles indiquent les ventes de temps d'antenne (réseau) qu'elles ont reçues du réseau auquel elles sont affiliées.

Les recettes et dépenses nettes du CTV Television Network Limited sont comprises dans l'Ontario, au Tableau 5. Au Tableau 7, les opérations de ce réseau sont prises en compte dans la tranche de recettes appropriée. Le réseau CTV n'est pas compris dans le nombre de stations.

The basis of this report is the broadcasting operation - not the broadcasting station as in past years. The reason for making this change is that it permits a more realistic presentation of the data. A broadcasting operation may consist of one or more broadcasting stations as in radio, or in television, it may consist of an originating television station or a network such as CTV.

Cette publication se fonde sur les entreprises plutôt que sur les stations de radiodiffusion et de télévision comme dans le passé parce que cette méthode permet de présenter les données de façon plus réaliste. Une entreprise peut se composer d'une ou plusieurs stations comme dans le cas de la radiodiffusion; en ce qui concerne la télévision, elle peut comprendre des stations émettrices ou un réseau tel que CTV.

	Radio	Television - Télévision
Companies - Sociétés	232	57
Operations - Entreprises	282	57
Stations	343	56(1)

(1) Originating stations. - Stations émettrices.

In radio a broadcasting operation may consist of a single station operation, a combined AM/FM station operation or other combinations of radio stations.

Les entreprises de radiodiffusion peuvent se composer d'une seule station, d'une station jumelée AM et FM ou d'autres ensembles.

Radio Operations and Stations

Entreprises et stations de radiodiffusion

	Operations - Entreprises	Stations
Single stations - Stations uniques	223	223
AM/FM combination - Ensembles AM et FM	50	100
Other combinations of radio stations - Autres ensembles de stations de radiodiffusion	9	20
Total	282	343

The allocation of individual radio stations to a particular revenue group depends on the availability of data on the station's revenue and expenses. Licensees usually report the revenue earned by each radio station operated by the licensee; however, expenses are frequently not separated where the licensees operate more than one radio station as indicated in the above table. In previously published reports on broadcasting where the expenses in the operation of more than one radio station are combined, the revenue for each station was used as a method to prorate expenses and the station was arrayed in a distribution to show revenues and expenses. This exercise has been discarded in favour of presenting the number of radio broadcasting operations by area and by revenue group and in turn the number of stations under those operations.

Pour placer les stations de radiodiffusion dans une certaine tranche de recettes, il faut se fonder sur les données disponibles au sujet des recettes et dépenses de la station. Les titulaires de licence déclarent habituellement les recettes de chaque station de radiodiffusion qu'ils exploitent; toutefois, il arrive souvent qu'ils ne ventilent pas les dépenses lorsqu'ils exploitent plus d'une station de radiodiffusion comme l'indique le tableau ci-dessus. Auparavant on regroupait les dépenses d'exploitation des entreprises à stations multiples et on les répartissait proportionnellement en se fondant sur les recettes de chaque station. Les stations étaient mises en tableaux selon la répartition des recettes et des dépenses. Cette méthode a été abandonnée pour retenir la classification numérique des entreprises de radiodiffusion par région et tranche de recettes et le nombre de station exploitées.

REVIEW

During the year Canadian Marconi disposed of its broadcasting interests in Montreal by selling them to Multiple Access Limited. The Radio and Television Broadcasting Industry increased its operating revenues from the previous year. Revenue from the sale of air time was \$300.3 million in 1972 compared to \$262.5 million in 1971 an increase of 14.4 %. Total revenue in 1972 was \$316.2 million compared to \$277.7 million in 1971 an increase of 13.9 %.

ANALYSE

Au cours de l'année, Canadian Marconi s'est départi de ses intérêts de diffusion à Montréal en les vendant à Multiple Access Limited. L'industrie de la radiodiffusion et de la télévision a augmenté ses recettes d'exploitation comparativement à l'année précédente. Les recettes provenant de la vente de temps d'antenne étaient de 300.3 millions de dollars en 1972 comparativement à 262.5 millions de dollars en 1971, ce qui représente une augmentation de 14.4 %. Les recettes totales en 1972 étaient de 316.2 millions de dollars comparativement à 277.7 millions de dollars en 1971, soit 13.9 % de plus.

Revenue from Sale of Air Time

Recettes provenant de la vente de temps d'antenne

	Radio	Television — Télévision	Total	Per cent — Pour-cent
	\$'000			
Private stations — Stations privées	142,297	120,683	262,980	87.6
CBC — Radio-Canada	2,406	34,916	37,322	12.4
Total	144,703	155,599	300,302	100.0
Per cent — Pour-cent	48.2	51.8	100.0	

Radio revenue from sale of air time increased 16.0 % to \$144.7 in 1972 from \$124.7 million in 1971. Television revenue from sale of air time increased 12.9 % to \$155.6 million in 1972 from \$137.8 million in 1971.

Les recettes provenant de la vente de temps d'antenne en ce qui concerne la radiodiffusion se sont accrues de 16.0 % pour atteindre 144.7 millions de dollars en 1972 contre 124.7 millions de dollars en 1971. Les recettes provenant de la vente de temps d'antenne en ce qui concerne la télévision ont augmenté de 12.9 % pour se chiffrer à 155.6 millions de dollars en 1972 comparativement à 137.8 millions de dollars en 1971.

Air Time Sales

Ventes de temps d'antenne

	Radio				Television — Télévision			
	Private — Privée	CBC — Radio-Canada	Total	Per cent — Pour-cent	Private — Privée	CBC — Radio-Canada	Total	Per cent — Pour-cent
	\$'000							
Local	92,981	992	93,973	64.9	32,647	3,378	36,025	23.2
National	48,670	894	49,564	34.3	72,599	13,559	86,158	55.4
Network — Réseau	645	520	1,165	.8	15,436	17,979	33,415	21.5
Total	142,296	2,406	144,702	100.0	120,682	34,916	155,598	100.1
Per cent — Pour-cent	98.3	1.7	100.0		77.6	22.4	100.0	

Note: Slight discrepancies in tables are due to rounding. — Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Local time sales accounted for 64.9 % of air time sales in radio broadcasting. National time sales accounted for 55.4 % of air time sales in television broadcasting.

Les ventes de temps d'antenne (local) représentent 64.9 % des ventes d'antenne de la radiodiffusion. Les ventes de temps d'antenne (national) représentent 55.4 % des ventes de temps d'antenne de la télévision.

Air Time Sales

Ventes de temps d'antenne

	Radio	Television — Télévision	Total	Per cent — Pour-cent
	\$'000			
Local	93,973	36,025	129,998	43.3
National	49,564	86,158	135,722	45.2
Network — Réseau	1,165	33,415	34,580	11.5
Total	\$144,702	\$155,598	\$300,300	100.0

Local time sales increased from \$107.5 million in 1971 to \$130.0 million in 1972 or 20.9 %. National time sales increased from \$124.7 million in 1971 to \$135.7 million in 1972 or 8.8 % while network time sales increased 14.2 % from \$30.3 million in 1971 to \$34.6 million in 1972.

Program, technical sales, and promotion and administration and general expenses in the broadcasting industry totaled \$422.6 million in 1972 compared to \$391.0 million in 1971 an increase of 8.1 %. Depreciation was \$25.7 million in 1972 compared to \$24.3 million in 1971 an increase of 5.8 %. Interest Expense was up 21.6 % to \$14.1 million in 1972 from \$11.6 million in 1971. The net cost of CBC operations increased 7.8 % to \$192.4 million in 1972 from \$178.4 million in the previous year. In private broadcasting, additions to income from other operations of the broadcasting industry were down to \$4.5 million in 1972 from \$9.5 million in 1971. The net profit of privately owned broadcasting stations from broadcasting activities before income tax was \$51.5 million in 1972 compared to \$39.6 million in 1971, an increase of 30.1 %. However, provision for income tax amounted to \$23.6 million in 1972 compared to \$18.9 million in 1971. A net profit from broadcasting operations after tax, of \$27.9 million was realized in 1972 compared to \$20.7 million in 1971, an increase of 34.8 %.

In 1972, there were, on average, 20,124 employees in the broadcasting industry, compared to 19,789 in 1971 an increase of 335 or 1.7 %. Salaries, wages, directors' fees and fringe benefits paid by the industry amounted to \$220.2 million in 1972 compared to \$200.9 million in 1971, an increase of 9.6 %. Salaries and wages in 1972 amounted to \$206.4 million or 93.7 % while fringe benefits amounted to \$13.4 million or 6.1 % and directors' fees were \$358,190. Salaries and wages include payments for regular hours worked, overtime, vacation and holidays, commissions paid to staff under the sales and promotion category. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging or other payments in kind are not included.

Table 1 presents the revenue, expense and number of employees of the Radio and Television Broadcasting Industry for 1970 and 1971 and 1972 on a comparable basis when the data are available. This table shows the results of operating the private stations as well as CBC.

A departure from previous years' publications was made to show the net cost of CBC operations to August 31 rather than describe this as a Parliamentary grant. The net cost of operations for the CBC differs from the actual Parliamentary grant which is based on its operations for the fiscal year ended March 31. The calculation of the Parliamentary grant replaces depreciation or amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets. The CBC reported at August 31, 1972 that depreciation and amortization exceeded the repayment of Capital Loans by \$5,825,000. This amount was \$4,913,000 at August 31, 1971 and \$5,347,000 in 1970.

Les ventes de temps d'antenne (local) sont passées de 107.5 millions de dollars en 1971 à 130.0 millions de dollars en 1972, soit 20.9 % de plus. Les ventes de temps d'antenne (national) sont passées de 124.7 millions de dollars en 1971 à 135.7 millions de dollars en 1972 (ou 8.8 %) alors que les ventes de temps d'antenne (réseau) ont augmenté de 14.2 % entre 1971 (30.0 millions de dollars) et 1972 (34.6 millions de dollars).

Les dépenses d'exploitation (émissions, services techniques, promotion et administration, frais généraux) de l'industrie de diffusion ont atteint 422.6 millions de dollars en 1972 comparativement à 391.0 millions de dollars en 1971, ce qui représente une augmentation de 8.1 %. La dépréciation a été de 25.7 millions de dollars en 1972 contre 24.3 millions de dollars en 1971, soit 5.8 % de plus. Les intérêts versés ont augmenté de 21.6 % pour atteindre 14.1 millions de dollars en 1972 comparativement à 11.6 millions de dollars en 1971. Le coût d'exploitation de la Société Radio-Canada s'est accru de 7.8 % pour atteindre 192.4 millions de dollars en 1972 alors qu'il avait été de 178.4 millions de dollars l'année précédente. Dans le cas de la diffusion privée, les surplus de revenu provenant des autres exploitations de l'industrie de diffusion ont diminué pour s'établir à 4.5 millions de dollars en 1972 contre 9.5 millions de dollars en 1971. Le bénéfice net (avant impôts) des stations privées provenant de la diffusion était de 51.5 millions de dollars en 1972 comparativement à 39.6 millions de dollars en 1971, soit une augmentation de 30.1 %. Toutefois, la provision pour impôts était de 23.6 millions de dollars en 1972 comparativement à 18.9 millions de dollars en 1971. La diffusion a rapporté un bénéfice net (après impôts) de 27.9 millions de dollars en 1972 comparativement à 20.7 millions de dollars en 1971, soit 34.8 % de plus.

En 1972, il y avait en moyenne 20,124 employés dans l'industrie de diffusion comparativement à 19,789 en 1971, ce qui représente une augmentation de 335 (ou 1.7 %). Les rémunérations, les avantages sociaux et les jetons de présence des administrateurs, versés par l'industrie se sont chiffrés à 220.2 millions de dollars en 1972 comparativement à 200.9 millions de dollars en 1971, soit 9.6 % de plus. Les traitements et salaires en 1972 ont atteint 206.4 millions de dollars (ou 93.7 %) tandis que les avantages sociaux étaient au montant de 13.4 millions de dollars (ou 6.1 %) et les jetons de présence des administrateurs, de \$358,190. Les traitements et salaires comprennent les rémunérations pour les heures normales de travail, le surtemps, les vacances et les fêtes de même que les commissions versées aux membres du personnel au chapitre des ventes et de la promotion. Les avantages sociaux comprennent la participation des salariés aux bénéfices et les primes, l'apport total de l'employeur au titre des régimes de pension des salariés, ainsi que le coût supporté pour fournir des avantages, comme l'assurance-soins médicaux collective, l'assurance-vie collective, le paiement de cotisations d'assurance-chômage, la participation à la caisse des accidents du travail et divers autres avantages pour les employés. Ils excluent les frais de chambre et de pension et les autres paiements en nature.

Le Tableau 1 présente les recettes, dépenses et effectifs de l'industrie de la radiodiffusion et de la télévision pour 1970, 1971 et 1972 sur une base comparable lorsque les données sont disponibles. Il présente les résultats de l'exploitation des stations privées ainsi que ceux de la Société Radio-Canada.

À la différence des publications antérieures, celle-ci indique le coût net d'exploitation de Radio-Canada jusqu'au 31 août plutôt que de l'inclure comme un crédit parlementaire. Le coût net d'exploitation de Radio-Canada diffère du crédit parlementaire réel qui se fonde sur l'exploitation pour l'année financière terminant le 31 mars. Le calcul du crédit parlementaire remplace la dépréciation ou l'amortissement de l'actif par un montant requis pour le remboursement des prêts accordés à la Société par le Gouvernement du Canada afin de financer l'achat d'immobilisations. La Société Radio-Canada déclarait au 31 août 1972 que la dépréciation et l'amortissement excédaient de \$5,825,000, le remboursement des emprunts. Ce montant était de \$4,913,000 le 31 août 1971 et de \$5,347,000 en 1970.

Table 2 presents the privately owned broadcasting radio and television revenues, expenses and employees. CBC operating revenues are shown below.

Le Tableau 2 présente les recettes, dépenses et effectifs de l'industrie de la radiodiffusion et de la télévision privée. Les recettes de Radio-Canada apparaissent ci-dessous.

Operating Revenues

Recette d'exploitation

Note: Net of agency commissions and station payments

Nota: Moins les commissions des agences de publicité et les paiements aux stations

	Radio	Television — Télévision	Total
	\$'000		
Local time sales — Ventes de temps d'antenne (local)	992	3,378	4,370
National time sales — Ventes de temps d'antenne (national)	894	13,559	14,453
Network time sales — Ventes de temps d'antenne (réseau)	520	17,979	18,499
Syndication and production — Droits de diffusion et services de production		171	171
Other — Autres	11	1,195	1,206
Total	2,417	36,282	38,699

Table 3 shows the balance sheet data of the privately owned broadcasting industry and the CBC as at August 31, 1972. The balance sheets are compiled according to the head office address of the broadcasting licensee with the exception of CBC which is shown separately.

Le Tableau 3 contient des données du bilan de l'industrie de la radiodiffusion et de la télévision privée et celles de Radio-Canada en date du 31 août 1972. Les bilans sont classés d'après l'adresse du bureau principal du titulaire de licence, à l'exception de Radio-Canada qui apparaît séparément.

Tables 4 and 5 presents the operations of the privately owned radio and television broadcasting by area.

Les Tableaux 4 et 5 présentent les résultats d'exploitation des stations privées de radio et de télévision, par région.

Tables 6 and 7 shows the operating results of privately owned radio and television broadcasting by revenue group.

Les Tableaux 6 et 7 renferment les résultats d'exploitation des stations privées de radio et de télévision, par tranche de recettes.

Table 8 shows the income statement for privately owned radio and television and the net profit after tax is brought down to the Source and Application of Funds statement in Table 9. This table shows the funds required for the operations of the radio and television broadcasting industry with the exception of CBC.

Le Tableau 8 présente l'état des revenus de la radiodiffusion et de la télévision privées; les bénéfices nets (après impôts) sont présentés au Tableau 9 dans la déclaration portant sur la provenance et l'utilisation des fonds. Ce tableau indique les fonds nécessaires à l'exploitation de l'industrie de la radiodiffusion et de la télévision, à l'exception de Radio-Canada.

Tables 10 and 11 provides information on the fixed assets used in the broadcasting industry and for the private sector of the industry. It also gives the provincial breakdown according to the address of the licensee.

Les Tableaux 10 et 11 fournissent des renseignements sur les immobilisations utilisées dans l'industrie de diffusion et dans le secteur privé de l'industrie. Ils comportent aussi une ventilation provinciale, selon l'adresse du titulaire de licence.

Table 12 provides information on total remuneration paid to the employees and directors and the number of employees by department for both the privately owned sector and the CBC.

Le Tableau 12 fournit des renseignements sur la rémunération totale versée aux employés et aux directeurs de même que sur les effectifs internes tant dans le secteur privé qu'à Radio-Canada.

TABLE 1. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1972, 1971 and 1970

TABLEAU 1. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION
et de la TÉLÉVISION, 1972, 1971 et 1970

	1972		1971		1970	
	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada
dollars						
Operating revenue — Recettes d'exploitation:						
Revenue from sale of air time — Recettes de la vente de temps d'antenne:						
Local time sales — Ventes de temps d'antenne (local)	125,628,653	4,370,000	103,785,651	3,713,000	92,596,279	3,277,000
National time sales — Ventes de temps d'antenne (national) ..	121,269,772	14,453,000	112,117,109	12,609,000	103,604,170	13,214,000
Network time sales — Ventes de temps d'antenne (réseau)	16,081,327	18,499,000	11,423,670	18,858,000	11,519,176	20,074,000
Revenu from sale of air time — Total — Recettes de la vente de temps d'antenne	262,979,752	37,322,000	227,326,430	35,180,000	207,719,625	36,565,000
Production and other revenue — Recettes de production et autres recettes:						
Syndication revenue — Ventes de droits de diffusion	232,735	—	—	—	—	—
Production revenue — Recettes de production	11,307,351	171,000	14,156,023(1)	220,000	17,993,936(1)	289,000
Other revenue — Autres recettes	3,006,447	1,206,000		850,000		725,000
Production and other revenue — Total — Recettes de production et autres recettes	14,546,533	1,377,000	14,156,023	1,070,000	17,993,936	1,014,000
Operating revenue — Total — Recettes d'exploitation	277,526,285	38,699,000	241,482,453	36,250,000	225,713,561	37,579,000
Departmental expenses — Dépenses internes:						
Program — Émissions	87,940,845	144,563,000	80,639,777	196,833,000	74,520,052	179,212,000
Technical — Services techniques	18,217,743	28,479,000	15,303,122		14,336,378	
Sales and promotion — Ventes et promotion	43,226,716	8,049,000	37,041,303		34,468,396	
Administration and general — Ad- ministration et frais généraux	62,695,730	29,393,000	61,188,215		55,781,122	
Sub-total, departmental ex- penses — Total partiel, dépenses internes	212,081,034	210,484,000	194,172,417	196,833,000	179,105,948	179,212,000
Depreciation — Amortissement	13,315,824	12,390,000	13,165,111	11,213,000	12,796,498	10,482,000
Interest expense — Intérêts versés	5,073,042	9,058,000	4,076,189	7,572,000	2,968,809	6,796,000
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	4,459,831	786,000	9,500,309(2)	921,000	4,782,863(2)	1,596,000
Net profit (loss) before income taxes — Bénéfice net (perte) avant impôts	51,516,216	...	39,569,045	...	35,025,169	...
Net cost of CBC operations — Coût net d'exploitation de Radio-Canada	192,447,000	...	178,447,000	...	157,235,000
Provision for income taxes — Pro- vision pour impôts	23,568,178	...	18,891,746	...	19,423,464	...
Net profit (loss) after income taxes — Bénéfice net (perte) après impôts	27,948,038	...	20,677,299	...	15,601,705	...
Average number of employees — Effectifs moyens	10,929	9,195	10,809	8,980	10,427	9,149

- (1) Breakdown of revenue for the private stations not available for the years 1971 and 1970. Ventilations des recettes des stations privées non disponibles pour 1971 et 1970.
- (2) Profits (losses) from non-broadcasting activities have not been included for 1971 and 1970. A profit of \$7,507,424 from non-broadcasting activities was realized in 1971. A loss of \$1,842,711 was incurred in 1970. This was done to make the three years comparable. The profit from non-broadcasting activities for 1972 is shown on Table 9, line 2. Les bénéfices (pertes) ne provenant pas de la diffusion n'ont pas été pris en compte en 1971 et 1970. Les bénéfices de ces activités ont été de l'ordre de \$7,507,424 en 1971. La perte de \$1,842,711 a été réalisée en 1970. On voulait pouvoir comparer les trois ans. Les bénéfices ne provenant pas de la diffusion en 1972 apparaissent au Tableau 9, ligne 2.

TABLE 2. Revenue, Expenses and Employees of the RADIO and TELEVISION Broadcasting Industry, 1972

TABLEAU 2. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1972

	Private stations — Stations privées			CBC — Radio-Canada	Total
	Radio	Television — Télévision	Total		
	dollars				
Operating revenue — Recettes d'exploitation:					
Revenue from sale of air time — Recettes de la vente de temps d'antenne:					
Local time sales — Ventes de temps d'antenne (local)	92,981,250	32,647,403	125,628,653	4,370,000	129,998,653
National time sales — Ventes de temps d'antenne (national)	48,670,300	72,599,472	121,269,772	14,453,000	135,722,772
Network time sales — Ventes de temps d'antenne (réseau)	645,357	15,435,970	16,081,327	18,499,000	34,580,327
Revenue from sale of air time — Total — Recettes de la vente de temps d'antenne	142,296,907	120,682,845	262,979,752	37,322,000	300,301,752
Production and other revenue — Recettes de production et autres recettes:					
Syndication revenue — Ventes de droits de diffusion	20,366	212,369	232,735	—	232,735
Production revenue — Recettes de production	887,318	10,420,033	11,307,351	171,000	11,478,351
Other revenue — Autres recettes	2,227,168	779,279	3,006,447	1,206,000	4,212,447
Production and other revenue — Total — Recettes de production et autres recettes	3,134,852	11,411,681	14,546,533	1,377,000	15,923,533
Operating revenue — Total — Recettes d'exploitation	145,431,759	132,094,526	277,526,285	38,699,000	316,225,285
Departmental expenses — Dépenses internes:					
Program — Émissions	38,378,047	49,562,798	87,940,845	144,563,000	232,503,845
Technical — Services techniques	6,325,430	11,892,313	18,217,743	28,479,000	46,696,743
Sales and promotion — Ventes et promotion	29,866,674	13,360,042	43,226,716	8,049,000	51,275,716
Administration and general — Administration et frais généraux	39,193,472	23,502,258	62,695,730	29,393,000	92,088,730
Sub-total, departmental expenses — Total partiel, dépenses internes	113,763,623	98,317,411	212,081,034	210,484,000	422,565,034
Depreciation — Amortissement	5,490,260	7,825,564	13,315,824	12,390,000	25,705,824
Interest expense — Intérêts versés	2,629,331	2,443,711	5,073,042	9,058,000	14,131,042
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	849,437	3,610,394	4,459,831	786,000	5,245,831
Net profit (loss) before income taxes — Bénéfice net (perte) avant impôts	24,397,982	27,118,234	51,516,216	...	51,516,216
Net cost of CBC operations — Coût net d'exploitation de Radio-Canada	192,447,000	192,447,000
Provision for income taxes — Provision pour impôts	10,847,772	12,720,406	23,568,178	...	23,568,178
Net profit (loss) after income taxes — Bénéfice net (perte) après impôts	13,550,210	14,397,828	27,948,038	...	27,948,038
Average number of employees — Effectifs moyens	6,709	4,220	10,929	9,195	20,124

TABLE 3. Balance Sheet Data of the RADIO and TELEVISION Broadcasting Industry by Area, 1972

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario	Manitoba
		dollars					
	<u>ASSETS</u>						
	Current:						
1	Cash	268,635	607,025	190,208	2,726,143	3,633,481	694,129
2	Securities	225,250	306,546	54,500	3,006,501	3,844,851	—
3	Receivables (net)	1,206,296	1,383,208	895,161	14,057,329	20,498,500	1,704,720
4	Inventories	65,309	4,315	45,535	952,312	627,710	—
5	Prepaid expenses	72,473	118,002	124,407	1,271,949	3,613,095	186,346
6	Other	67,507	119,926	6,888	10,550,726	11,579,464	212,402
7	Total current assets	1,905,470	2,539,022	1,316,699	32,564,960	43,797,101	2,797,597
	Investments and advances:						
8	Associated companies	207,817	2,072,667	1,030,947	2,662,357	31,957,893	5,071,395
9	Other	122,133	1,418,531	59,608	2,240,002	643,675	218,792
10	Total investments and advances	329,950	3,491,198	1,090,555	4,902,359	32,601,568	5,290,187
	Fixed assets, broadcasting:						
11	Land, property and equipment	5,126,264	6,071,993	9,152,885	49,447,918	87,336,934	9,276,628
12	Accumulated depreciation	3,497,023	3,800,230	6,310,274	25,770,836	47,403,867	5,921,900
13	Net fixed assets, broadcasting	1,629,241	2,271,763	2,842,611	23,677,082	39,933,067	3,354,728
14	Net fixed assets, non-broadcasting	56,826	41,538	4,820	4,145,941	281,922	49,899
15	Intangible assets	111,667	576,972	136,465	8,336,158	13,809,689	623,655
16	Other assets	27,246	236,657	31,607	3,785,705	1,237,335	31,746
17	Total fixed and other assets	1,824,980	3,126,930	3,015,503	39,944,886	55,262,013	4,060,028
18	Total non-current assets	2,154,930	6,618,128	4,106,058	44,847,245	87,863,581	9,350,215
19	Total assets	4,060,400	9,157,150	5,422,757	77,412,205	131,660,682	12,147,812
	<u>LIABILITIES</u>						
	Current:						
20	Bank loans	837,155	336,910	482,531	1,559,312	14,469,545	101,773
21	Other loans	—	15,723	—	196,404	2,373,809	—
22	Accounts payable and accrued	437,667	404,440	264,649	5,001,752	10,859,513	725,905
23	Income tax payable	134,445	91,581	198,147	1,313,784	3,182,564	315,672
24	Dividends payable	—	2,297	—	452,339	—	14,750
25	Unearned income	—	333	—	23,824	78,626	—
26	Current portion long-term debt	16,251	172,139	33,974	1,769,600	2,746,372	304,728
27	Other	104,482	5,005	—	3,800,828	7,851,676	312,300
28	Total current liabilities	1,530,000	1,028,428	979,301	14,117,843	41,562,105	1,775,128
	Non-current liabilities:						
	Long-term debt:						
29	Notes	48,850	1,960,311	1,452,209	10,723,567	20,928,537	580,389
30	Mortgages and bonds	41,971	335,801	177,100	2,958,657	2,458,915	440,217
31	Debentures	—	19,500	—	18,058,928	1,233,283	441,650
32	Less current portion	16,251	172,139	33,974	1,769,600	2,746,372	304,728
33	Total long-term debt	74,570	2,143,473	1,595,335	29,971,552	21,874,363	1,157,528
34	Deferred income taxes	—	9,000	1,984	492,974	4,871,463	209,178
35	Other liabilities	10,900	700,600	632,193	4,515,073	2,322,640	332,673
36	Total non-current liabilities	85,470	2,853,073	2,229,512	34,979,599	29,068,466	1,699,379
37	Total liabilities	1,615,470	3,881,501	3,208,813	49,097,442	70,630,571	3,474,507
	Shareholders' equity:						
	Share capital issued:						
38	Preferred	—	407,425	307,050	2,183,360	5,742,873	20,580
39	Common	280,400	486,021	150,203	16,288,413	12,026,277	877,015
40	Retained earnings (accumulated deficit) at end of period	2,067,695	3,433,895	1,756,091	9,702,125	38,199,402	7,420,974
41	Other surplus	96,833	948,308	600	140,865	5,061,559	354,736
42	Total shareholders' equity	2,444,930	5,275,649	2,213,944	28,314,763	61,030,111	8,673,305
43	Total liabilities and equity	4,060,400	9,157,150	5,422,757	77,412,205	131,660,682	12,147,812

(1) This amount represents the equity of the Government of Canada in the CBC.

TABLEAU 3. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1972

Saskatchewan	Alberta	British Columbia and Yukon — Colombie-Britannique et Yukon	Sub-total private stations — Total partiel, stations privées	CBC — Radio-Canada	Private stations and CBC — Total Stations privées et Radio-Canada		N ^o
dollars							
						<u>ACTIF</u>	
						Disponibilités:	
709,321	1,591,762	697,850	11,118,554	(2,334,000)	8,784,554	Encaisse	1
174,000	2,563,104	540,919	10,715,671	—	10,715,671	Valeurs mobilières	2
1,205,426	3,775,116	5,339,471	50,065,227	6,316,000	56,381,227	Comptes à recevoir (nets)	3
72,634	131,428	111,438	2,010,681	23,573,000	25,583,681	Stocks	4
108,688	710,025	776,385	6,981,370	1,546,000	8,527,370	Frais payés d'avance	5
2,479	747,688	401,736	23,688,816	—	23,688,816	Autres	6
2,272,548	9,519,123	7,867,799	104,580,319	29,101,000	133,681,319	Total, disponibilités	7
						Placements et avances:	
839,543	1,145,361	3,069,455	48,057,435	—	48,057,435	Sociétés affiliées	8
2,110,605	877,528	140,781	7,831,655	1,600,000	9,431,655	Autres	9
2,950,148	2,022,889	3,210,236	55,889,090	1,600,000	57,489,090	Total placements et avances	10
						Immobilisations, radiodiffusion:	
8,723,064	16,268,409	20,721,973	212,126,068	246,083,000	458,209,068	Terrains, installations et matériel	11
5,231,383	10,759,538	10,765,286	119,460,337	97,593,000	217,053,337	Amortissement accumulé	12
3,491,681	5,508,871	9,956,687	92,665,731	148,490,000	241,155,731	Immobilisations nettes, radiodiffusion	13
3,066	233,939	251,439	5,069,390	—	5,069,390	Immobilisations nettes, non de radiodiffusion	14
105,198	1,863,446	1,749,188	27,312,438	—	27,312,438	Immobilisations incorporelles	15
34,660	60,712	182,133	5,627,799	473,000	6,100,801	Autres éléments d'actif	16
3,634,605	7,666,968	12,139,447	130,675,358	148,963,000	279,638,360	Total, immobilisations et autres éléments d'actif	17
6,584,753	9,689,857	15,349,683	186,564,448	150,563,000	337,127,450	Total, actif non disponible	18
8,857,301	19,208,980	23,217,482	291,144,767	179,664,000	470,808,769	Total, actif	19
						<u>PASSIF</u>	
						Exigibilités:	
620,999	595,406	1,344,641	20,348,272	—	20,348,272	Emprunts bancaires	20
254,981	26,127	13,211	2,880,255	—	2,880,255	Autres emprunts	21
568,187	1,669,724	3,047,631	22,959,468	16,357,000	39,316,468	Comptes à payer et passif couru	22
79,630	149,591	346,878	5,812,292	—	5,812,292	Impôts sur le revenu à payer	23
140,240	8,600	32,921	651,147	—	651,147	Dividendes à verser	24
4,840	4,417	12,663	124,703	—	124,703	Revenu différé	25
273,065	318,069	617,493	6,251,691	—	6,251,691	Partie exigible de la dette à long terme	26
27,904	741,000	115,773	12,958,968	—	12,958,968	Autres	27
1,949,846	3,512,934	5,531,211	71,986,796	16,357,000	88,343,796	Total, exigibilités	28
						Passif non exigible:	
						Dette à long terme:	
1,034,240	1,072,722	2,084,177	39,885,002	—	39,885,002	Billets	29
326,054	338,718	513,481	7,590,914	—	7,590,914	Hypothèques et obligations garanties	30
54,400	164,237	3,417,334	23,389,332	—	23,389,332	Obligations non garanties	31
273,065	318,069	617,493	6,251,691	—	6,251,691	Moins la partie exigible	32
1,141,629	1,257,608	5,397,499	64,613,557	—	64,613,557	Total, dette à long terme	33
506,000	495,450	574,181	7,160,230	—	7,160,230	Impôts sur le revenu différés	34
381,523	2,328,231	1,130,116	12,353,949	—	12,353,949	Autres éléments de passif	35
2,029,152	4,081,289	7,101,796	84,127,736	—	84,127,736	Total, passif non exigible	36
3,978,998	7,594,223	12,633,007	156,114,532	16,357,000	172,471,532	Total, passif	37
						Avoir des actionnaires:	
						Capital-actions émis:	
194,700	196,600	1,242,930	10,295,518	—	10,295,518	Actions privilégiées	38
466,800	1,152,647	3,343,846	35,071,622	163,307,000(1)	198,378,622	Actions ordinaires	39
3,857,087	9,807,745	5,510,697	81,755,711	—	81,755,711	Bénéfices non répartis (déficit accumulé) à la fin de la période	40
359,716	457,765	487,002	7,907,386	—	7,907,386	Autres surplus	41
4,878,303	11,614,757	10,584,475	135,030,237	163,307,000	298,337,237	Total, avoir des actionnaires	42
8,857,301	19,208,980	23,217,482	291,144,769	179,664,000	470,808,769	Total, passif et avoir des actionnaires	43

(1) Cette somme représente l'avoir propre du Gouvernement du Canada à Radio-Canada.

TABLE 4. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry by Area, 1972

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du- Prince- Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
		number — nombre				
1	Operations	10	14	9	60	84
2	Stations	11	19	10	67	115
		dollars				
	Operating revenue:					
	Revenue from sale of air time:					
3	Local time sales	2,500,089	3,103,096	2,393,953	19,154,124	33,831,143
4	National time sales	476,205	1,093,507	633,521	11,540,509	22,966,723
5	Network time sales	222,577	3,504	4,657	48,903	35,906
6	Total revenue from sale of air time	3,198,871	4,200,107	3,032,131	30,743,536	56,833,772
	Production and other revenue:					
7	Syndication revenue	—	—	—	1,131	—
8	Production revenue	9,524	4,912	1,169	292,948	35,640
9	Other revenue	5,497	29,152	16,021	249,133	432,647
10	Total production and other revenue	15,021	34,064	17,190	543,212	468,287
11	Total operating revenue	3,213,892	4,234,171	3,049,321	31,286,748	57,302,059
	Departmental expenses:					
12	Program	1,044,762	1,222,186	893,636	8,621,565	14,094,879
13	Technical	208,938	250,859	180,584	1,347,795	2,241,687
14	Sales and promotion	397,648	764,730	443,597	6,516,546	12,596,499
15	Administration and general	972,153	1,537,322	851,813	9,173,117	13,681,042
16	Sub-total, departmental expenses	2,623,501	3,775,097	2,369,630	25,659,023	42,614,107
17	Depreciation	140,054	148,028	315,079	1,056,372	2,083,360
18	Interest expense	6,564	62,511	76,871	450,082	1,472,183
19	Other adjustments, addition to (or deduction from) income.	(6,909)	98,542	18,800	567,657	(206,423)
20	Net profit (loss) before income taxes	436,864	347,077	306,541	4,688,928	10,925,986
21	Provision for income taxes	159,183	84,707	112,790	2,007,248	5,282,116
22	Net profit (loss) after income taxes	277,681	262,370	193,751	2,681,680	5,643,870
23	Salaries and benefits included in expenses	1,489,419	2,207,241	1,461,193	12,833,139	22,088,490
24	Average number of employees	185	290	185	1,455	2,343

TABLEAU 4. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1972

Manitoba	Saskat- chewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		No
number — nombre						
12	20	23	50	282	Opérations	1
16	20	25	60	343	Stations	2
dollars						
3,723,130	4,132,076	9,550,431	14,593,208	92,981,250	Recettes d'exploitation:	
1,930,013	1,581,837	3,312,126	5,135,859	48,670,300	Recettes de la vente de temps d'antenne:	
80,360	133,203	89,023	27,224	645,357	Ventes de temps d'antenne (local)	3
					Ventes de temps d'antenne (national)	4
					Ventes de temps d'antenne (réseau)	5
5,733,503	5,847,116	12,951,580	19,756,291	142,296,907	Total, recettes de la vente de temps d'antenne.	6
—	6,722	3,380	9,133	20,366	Recettes de production et autres recettes:	
55,474	73,831	185,678	228,142	887,318	Ventes de droits de diffusion	7
1,113,503	60,628	104,189	216,398	2,227,168	Recettes de production	8
					Autres recettes	9
1,168,977	141,181	293,247	453,673	3,134,852	Total, recettes de production et autres recettes.	10
6,902,480	5,988,297	13,244,827	20,209,964	145,431,759	Total, recettes d'exploitation	11
1,538,583	1,833,454	3,441,818	5,687,164	38,378,047	Dépenses internes:	
333,030	345,644	499,200	917,693	6,325,430	Émissions	12
1,203,314	1,165,101	2,881,653	3,897,586	29,866,674	Services techniques	13
1,852,411	1,668,881	3,829,127	5,627,606	39,193,472	Ventes et promotion	14
					Administration et frais généraux	15
4,927,338	5,013,080	10,651,798	16,130,049	113,763,623	Total partiel, dépenses internes	16
395,087	244,443	296,265	811,572	5,490,260	Amortissement	17
79,258	86,853	182,475	212,534	2,629,331	Intérêts versés	18
17,904	53,704	193,884	112,278	849,437	Autres redressements, ajoutés au revenu (ou déduits).	19
1,518,701	697,625	2,308,173	3,168,087	24,397,982	Bénéfice net (perte) avant impôts	20
775,289	336,121	955,627	1,134,691	10,847,772	Provision pour impôts	21
743,412	361,504	1,352,546	2,033,396	13,550,210	Bénéfice net (perte) après impôts	22
2,775,080	2,811,546	5,682,752	8,731,111	60,079,971	Rémunération et avantages sociaux compris dans les dépenses.	23
306	391	598	956	6,709	Effectifs moyens	24

TABLE 5. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry by Area, 1972

No.		Atlantic Provinces — Provinces de l'Atlantique	Québec	Ontario
		number — nombre		
1	Operations	6	13	17
2	Stations	6	13	16
		dollars		
	Operating revenue:			
	Revenue from sale of air time:			
3	Local time sales	3,035,013	9,967,230	8,464,279
4	National time sales	3,121,101	21,298,592	34,768,821
5	Network time sales	776,806	3,027,719	7,734,603
6	Total revenue from sale of air time	6,932,920	34,293,541	50,967,703
	Production and other revenue:			
7	Syndication revenue	—	38,567	169,227
8	Production revenue	237,469	3,636,095	5,859,893
9	Other revenue	62,329	193,768	260,759
10	Total production and other revenue	299,798	3,868,430	6,289,879
11	Total operating revenue	7,232,718	38,161,971	57,257,582
	Departmental expenses:			
12	Program	2,035,938	13,482,178	24,557,429
13	Technical	806,494	4,361,803	4,004,422
14	Sales and promotion	862,491	3,014,941	6,023,969
15	Administration and general	1,525,955	7,395,501	9,320,953
16	Sub-total departmental expenses	5,230,878	28,254,423	43,906,773
17	Depreciation	678,592	1,941,588	3,325,459
18	Interest expense	300,070	578,549	1,266,456
19	Other adjustments, addition to (or deduction from) income.	768,609	1,193,515	1,225,023
20	Net profit (loss) before income taxes	1,791,787	8,580,926	9,983,917
21	Provision for income taxes	640,417	3,939,084	5,011,417
22	Net profit (loss) after income taxes	1,151,370	4,641,842	4,972,500
23	Salaries and benefits included in expenses	2,555,208	11,880,615	18,656,507
24	Average number of employees	314	1,220	1,657

TABLEAU 5. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par région, 1972

Manitoba and/et Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		No
number — nombre					
7	7	7	57	Operations	1
7	7	7	56	Stations	2
dollars					
3,577,412	4,842,822	2,760,647	32,647,403	Recettes d'exploitation:	
4,016,491	5,096,860	4,297,607	72,599,472	Recettes de la vente de temps d'antenne:	
1,150,242	1,604,806	1,141,794	15,435,970	Ventes de temps d'antenne (local)	3
				Ventes de temps d'antenne (national)	4
				Ventes de temps d'antenne (réseau)	5
8,744,145	11,544,488	8,200,048	120,682,845	Total, recettes de la vente de temps d'antenne.	6
—	4,575	—	212,369	Recettes de production et autres recettes:	
161,068	469,750	55,758	10,420,033	Ventes de droits de diffusion	7
34,983	38,029	189,411	779,279	Recettes de production	8
				Autres recettes	9
196,051	512,354	245,169	11,411,681	Total, recettes de production et autres recettes.	10
8,940,196	12,056,842	8,445,217	132,094,526	Total, recettes d'exploitation	11
3,011,455	3,903,599	2,572,199	49,562,798	Dépenses internes:	
878,899	1,109,343	731,352	11,892,313	Émissions	12
995,691	1,485,994	976,956	13,360,042	Services techniques	13
1,635,301	2,076,655	1,547,893	23,502,258	Ventes et promotion	14
				Administration et frais généraux	15
6,521,346	8,575,591	5,828,400	98,317,411	Total partiel, dépenses internes	16
646,912	650,303	582,710	7,825,564	Amortissement	17
86,202	34,563	177,871	2,443,711	Intérêts versés	18
71,637	228,962	122,648	3,610,394	Autres redressements, ajoutés au revenu (ou déduits).	19
1,757,373	3,025,347	1,978,884	27,118,234	Bénéfice net (perte) avant impôts	20
858,732	1,404,832	865,924	12,720,406	Provision pour impôts	21
898,641	1,620,515	1,112,960	14,397,828	Bénéfice net (perte) après impôts	22
3,082,761	3,652,846	2,567,446	42,395,383	Rémunération et avantages sociaux compris dans les dépenses.	23
356	391	282	4,220	Effectifs moyens	24

TABLE 6. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1972

No.		Under \$100,000 — Moins de \$100,000	\$100,000- 149,999	\$150,000- 199,999	\$200,000- 249,999	\$250,000- 374,999	\$375,000- 499,999
		number — nombre					
1	Operations	41	25	32	30	49	31
2	Stations	43	27	33	36	63	41
		dollars					
	Operating revenue:						
	Revenue from sale of air time:						
3	Local time sales	1,739,695	2,575,503	4,419,622	5,430,529	12,182,187	10,476,648
4	National time sales	299,020	510,638	868,498	1,138,627	2,701,222	2,996,453
5	Network time sales	157,521	8,986	212,413	18,131	88,477	17,530
6	Total revenue from sale of air time	2,196,236	3,095,127	5,500,533	6,587,287	14,971,886	13,490,631
	Production and other revenue:						
7	Syndication revenue	—	6,722	1,131	9,133	—	—
8	Production revenue	6,808	34,645	64,210	32,478	63,977	54,426
9	Other revenue	97,824	67,518	27,471	67,632	154,484	75,236
10	Total production and other revenue	104,632	108,885	92,812	109,243	218,461	129,662
11	Total operating revenue	2,300,868	3,204,012	5,593,345	6,696,530	15,190,347	13,620,293
	Departmental expenses:						
12	Program	698,755	998,018	1,606,408	1,938,467	4,575,960	3,997,693
13	Technical	248,893	205,156	367,343	394,176	896,189	814,194
14	Sales and promotion	319,206	528,450	810,654	1,209,949	2,707,293	2,848,590
15	Administration and general	902,482	1,156,201	2,088,370	2,223,159	5,288,828	3,911,103
16	Sub-total departmental expenses	2,169,336	2,887,825	4,872,775	5,765,751	13,468,270	11,571,580
17	Depreciation	199,443	168,193	291,978	354,875	711,780	535,807
18	Interest expense	42,050	72,315	51,013	209,161	274,942	177,298
19	Other adjustments, addition to (or deduction from) income.	12,353	21,981	6,547	(8,389)	288,076	40,360
20	Net profit (loss) before income taxes	(97,608)	97,660	384,126	358,354	1,023,431	1,375,968
21	Provision for income taxes	(2,184)	66,766	122,240	186,308	352,659	384,538
22	Net profit (loss) after income taxes	(95,424)	30,894	261,886	172,046	670,772	991,430
23	Salaries and benefits included in expenses	1,246,603	1,721,413	2,860,220	3,323,378	7,883,165	6,781,533
24	Average number of employees	245	279	420	470	1,037	860

TABLEAU 6. Recettes, dépenses et effectifs des stations privées de RADIODIFFUSION, par tranche de recettes, 1972

\$500,000- 749,999	\$750,000- 999,999	\$1,000,000- 1,499,999	\$1,500,000 and over — et plus	Total		N ^o
number — nombre						
29	9	16	20	282	Opérations	1
36	10	22	32	343	Stations	2
dollars						
12,296,448	5,091,165	12,094,368	26,675,085	92,981,250	Recettes d'exploitation:	
4,558,846	2,365,013	6,497,068	26,734,915	48,670,300	Recettes de la vente de temps d'antenne:	
9,509	129,737	57	2,996	645,357	Ventes de temps d'antenne (local)	3
					Ventes de temps d'antenne (national)	4
					Ventes de temps d'antenne (réseau)	5
16,864,803	7,585,915	18,591,493	53,412,996	142,296,907	Total, recettes de la vente de temps d'antenne.	6
—	—	3,380	—	20,366	Recettes de production et autres recettes:	
72,860	84,348	162,736	310,830	887,318	Ventes de droits de diffusion	7
133,397	21,165	87,935	1,494,506	2,227,168	Recettes de production	8
					Autres recettes	9
206,257	105,513	254,051	1,805,336	3,134,852	Total, recettes de production et autres recettes.	10
17,071,060	7,691,428	18,845,544	55,218,332	145,431,759	Total, recettes d'exploitation	11
4,814,116	2,034,045	4,921,944	12,792,641	38,378,047	Dépenses internes:	
844,296	250,644	722,684	1,581,855	6,325,430	Émissions	12
4,036,095	1,754,991	4,266,437	11,385,009	29,866,674	Services techniques	13
5,128,655	2,071,892	4,363,255	12,059,527	39,193,472	Ventes et promotion	14
					Administration et frais généraux	15
14,823,162	6,111,572	14,274,320	37,819,032	113,763,623	Total partiel, dépenses internes	16
985,698	195,048	848,717	1,198,721	5,490,260	Amortissement	17
366,718	54,713	158,290	1,222,831	2,629,331	Intérêts versés	18
37,552	43,791	18,265	388,901	849,437	Autres redressements, ajoutés au revenu (ou déduits).	19
933,034	1,373,886	3,582,482	15,366,649	24,397,982	Bénéfice net (perte) avant impôts	20
668,498	660,220	1,496,329	6,912,398	10,847,772	Provision pour impôts	21
264,536	713,666	2,086,153	8,454,251	13,550,210	Bénéfice net (perte) après impôts	22
8,440,349	3,236,493	7,233,666	17,353,151	60,079,971	Rémunération et avantages sociaux compris dans les dépenses.	23
978	326	722	1,372	6,709	Effectifs moyens	24

TABLE 7. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1972

No.		Under \$499,000 — Moins de \$499,000	\$500,000- 999,999	\$1,000,000- 1,499,999
		number — nombre		
1	Operations	12	15	9
2	Stations	12	15	9
		dollars		
	Operating revenue:			
	Revenue from sale of air time:			
3	Local time sales	1,978,147	4,665,219	4,153,769
4	National time sales	1,175,910	3,986,823	4,931,854
5	Network time sales	708,358	1,606,540	1,501,356
6	Total revenue from sale of air time	3,862,415	10,258,582	10,586,979
	Production and other revenue:			
7	Syndication revenue	—	—	—
8	Production revenue	111,748	188,657	403,328
9	Other revenue	25,068	219,220	115,750
10	Total production and other revenue	136,816	407,877	519,078
11	Total operating revenue	3,999,231	10,666,459	11,106,057
	Departmental expenses:			
12	Program	1,300,741	2,925,503	3,331,406
13	Technical	482,793	1,265,128	1,166,619
14	Sales and promotion	528,504	1,258,482	1,431,318
15	Administration and general	1,276,492	2,753,449	2,292,140
16	Sub-total departmental expenses	3,588,530	8,202,562	8,221,483
17	Depreciation	365,949	897,908	1,055,504
18	Interest expense	51,993	157,079	303,323
19	Other adjustments, addition to (or deduction from) income	67,748	112,785	790,501
20	Net profit (loss) before income taxes	60,507	1,521,695	2,316,248
21	Provision for income taxes	73,508	679,516	881,263
22	Net profit (loss) after income taxes	(13,001)	842,179	1,434,985
23	Salaries and benefits included in expenses	1,790,170	4,225,041	3,932,076
24	Average number of employees	265	525	484

TABLEAU 7. Recettes, dépenses et effectifs des stations privées de TÉLÉVISION, par tranche de recettes, 1972

\$1,500,000- 2,999,999	\$3,000,000 and over — et plus	Total		Nº
number — nombre				
7	14	57	Opérations	1
7	13	56	Stations	2
dollars				
5,404,398	16,445,870	32,647,403	Recettes d'exploitation:	
6,066,827	56,438,058	72,599,472	Recettes de la vente de temps d'antenne:	
1,374,830	10,244,886	15,435,970	Ventes de temps d'antenne (local)	3
			Ventes de temps d'antenne (national)	4
			Ventes de temps d'antenne (réseau)	5
12,846,055	83,128,814	120,682,845	Total, recettes de la vente de temps d'antenne.	6
			Recettes de production et autres recettes:	
4,575	207,794	212,369	Ventes de droits de diffusion	7
443,530	9,272,770	10,420,033	Recettes de production	8
123,301	295,940	779,279	Autres recettes	9
571,406	9,776,504	11,411,681	Total, recettes de production et autres recettes.	10
13,417,461	92,905,318	132,094,526	Total, recettes d'exploitation	11
			Dépenses internes:	
4,410,560	37,594,588	49,562,798	Émissions	12
1,228,529	7,749,244	11,892,313	Services techniques	13
1,809,591	8,332,147	13,360,042	Ventes et promotion	14
2,804,579	14,375,598	23,502,258	Administration et frais généraux	15
10,253,259	68,051,577	98,317,411	Total, partiel dépenses internes:	16
1,065,234	4,440,969	7,825,564	Amortissement	17
618,303	1,313,013	2,443,711	Intérêts versés	18
(649)	2,640,009	3,610,394	Autres redressements, adjoutés au revenu (ou déduits).	19
1,480,016	21,739,768	27,118,234	Bénéfice net (perte) avant impôts	20
835,284	10,250,835	12,720,406	Provision pour impôts	21
644,732	11,488,933	14,397,828	Bénéfice net (perte) après impôts	22
4,899,979	27,548,117	42,395,383	Rémunération et avantages sociaux compris dans les dépenses.	23
553	2,393	4,220	Effectifs moyens	24

TABLE 8. Income Statement for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1972

TABLEAU 8. État des revenus de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1972

	Radio	Television — Télévision	Total
		dollars	
Operating profit (loss) before under noted items — Bénéfice d'exploitation (perte) avant les postes suivants	31,668,136	33,777,115	65,445,251
Depreciation (recorded in accounts) — Amortissement (comptabilisé)	(5,490,260)	(7,825,564)	(13,315,824)
Interest expense — Intérêts versés	(2,629,331)	(2,443,711)	(5,073,042)
Amortization of organization and start up expense — Amortissement des frais d'établissement et de mise en marche	(92,896)	(63,353)	(156,249)
Net operating profit (loss) — Bénéfice net d'exploitation (perte)	23,455,649	23,444,487	46,900,136
Amortization of goodwill — Amortissement de l'achalandage	(1,230)	30,216	28,986
Investment and interest income — Revenus de placements et d'intérêts	730,284	1,831,054	2,561,338
Gain (loss) from sale of fixed assets, investments, etc. — Gains (pertes) sur réalisation d'actif	213,279	1,812,477	2,025,756
Net profit (loss) before tax — Bénéfice et (perte) avant impôts	24,397,982	27,118,234	51,516,216
Provision for income taxes — Provision pour impôts sur le revenu	(10,847,772)	(12,720,406)	(23,568,178)
Net profit after income taxes to August 31 — Bénéfice net après impôts au 31 août	13,550,210	14,397,828	27,948,038

TABLE 9. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1972

TABLEAU 9. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de TÉLÉVISION privée 1972

	Dollars
Source of funds — Provenance des fonds:	
Operations — Exploitation:	
Net profit from broadcast operations after tax — Bénéfice net provenant de l'exploitation des entreprises de radiodiffusion, après impôts	27,948,038
Net profit from non-broadcast operations after tax — Bénéfice net provenant d'activités autres que la radiodiffusion après impôts	6,590,648
Expenses not requiring outlay of funds — Dépenses ne nécessitant pas de mise de fonds:	
Depreciation and amortization (recorded in accounts) — Dépréciation et amortissement (comptabilisé)	14,813,949
Deferred income taxes — Impôts sur le revenu différés	743,734
Funds provided from operations — Total — Ensemble des fonds provenant de l'exploitation	50,096,369
Other — Autres:	
Increase in long term debt — Augmentation de la dette à long terme	16,913,568
Proceeds from sale of share capital — Produit de la vente du capital-actions	1,586,814
Decrease in fixed assets — Diminution des immobilisations:	
(a) Broadcast only — Activités de radiodiffusion seulement	2,042,746
(b) Non-broadcasting — Autres que la radiodiffusion	132,583
Decrease in investments and advances — Diminution des placements et des avances	3,338,021
Other sources of funds provided — Autres sources de fonds fournis	4,011,704
Other funds provided — Total — Ensemble des autres fonds fournis	28,025,436
Funds provided — Total — Fonds fournis	78,121,805
Application of funds — Utilisation des fonds:	
Additions to fixed assets — Additions aux immobilisations:	
(a) Broadcast only — Activités de radiodiffusion seulement	17,978,790
(b) Non-broadcasting — Autres que la radiodiffusion	663,133
Additions to investments and advances — Accroissement des placements et des avances	17,469,811
Deferred expenditures — Dépenses différées	963,450
Dividends declared — Dividendes déclarés:	
(a) Common shares — Actions ordinaires	12,739,357
(b) Preferred shares — Actions privilégiées	334,496
Reduction of long term debt — Diminution de la dette à long terme	11,665,233
Redemption of shares — Rachat d'actions	2,352,382
Other application of funds — Autres utilisations des fonds	7,075,364
Funds used — Total — Fonds utilisés	71,242,016
Increase in working capital — Augmentation du fonds de roulement	6,879,789
Working capital at beginning of year — Fonds de roulement au début de l'année	25,713,734
Working capital at August 31 — Fonds de roulement au 31 août	32,593,523

TABLE 10. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1972

TABLEAU 10. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1972

Fixed asset classification — Classification des immobilisations	Private stations — Stations privées		
	Radio stations — Stations de radio	Television stations — Stations de télévision	
	dollars		
Land — Terrains	5,855,287	2,096,056	
Land improvements and buildings — Améliorations foncières et bâtiments	12,162,420	24,588,439	
Tower and antenna system — Installations de pylônes et d'antennes	7,761,956	11,158,641	
Transmitter equipment — Matériel émetteur	27,105,519	21,746,511	
Studio and technical equipment — Matériel technique de studio ...	20,532,068	55,256,885	
Mobile equipment — Cars de reportage	1,048,066	1,968,877	
Automobiles and trucks — Voitures et camions	1,693,309	687,041	
Furniture and fixtures — Meubles et articles d'ameublement	6,009,294	4,356,838	
Other property, plant and equipment — Autres immobilisations corporelles	1,577,204	1,773,053	
Leasehold improvements — Améliorations locatives	4,073,161	1,143,844	
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	87,818,284	124,776,185	
Accumulated depreciation — Amortissement accumulé	49,337,124	70,123,213	
Property, plant and equipment net of accumulated depreciation at August 31, 1972 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1972	38,481,160	54,652,972	
	Radio and television stations — Stations de radio et de télévision		
	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars		
Land — Terrains	7,951,343	9,348,000	17,299,343
Land improvements and buildings — Améliorations foncières et bâtiments	36,750,859	93,625,000	130,375,859
Tower and antenna system — Installations de pylônes et d'antennes	18,920,597	—	18,920,597
Transmitter equipment — Matériel émetteur	48,852,030	133,543,000	182,395,030
Studio and technical equipment — Matériel technique de studio ...	75,788,953	—	75,788,953
Mobile equipment — Cars de reportage	3,016,943	—	3,016,943
Automobiles and trucks — Voitures et camions	2,380,350	2,815,000	5,195,350
Furniture and fixtures — Meubles et articles d'ameublement	10,366,132	6,752,000	17,118,132
Other property, plant and equipment — Autres immobilisations corporelles	3,350,257	—	3,350,257
Leasehold improvements — Améliorations locatives	5,217,005	—	5,217,005
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	212,594,469	246,083,000	458,677,469
Accumulated depreciation — Amortissement accumulé	119,460,337	97,593,000	217,053,337
Property, plant and equipment net of accumulated depreciation at August 31, 1972 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1972	93,134,132	148,490,000	241,624,132

TABLE 11. Detail of Property, Plant and Equipment of the Privately Owned RADIO and TELEVISION Broadcasting Industry by Area, 1972

TABLEAU 11. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1972

	Newfound- land and Prince Edward Island — Terre-Neuve et Île-du- Prince- Edouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
	dollars				
Land — Terrains	209,238	207,044	190,457	1,540,536	4,409,558
Land improvements and buildings — Améliorations foncières et bâtiments	477,540	1,219,385	2,153,733	8,501,305	14,743,496
Tower and antenna system — Installations de pylônes et d'antennes	560,370	494,844	533,397	2,807,831	8,514,441
Transmitter equipment — Matériel émetteur	1,208,444	1,453,722	2,702,786	11,259,353	15,564,451
Studio and technical equipment — Matériel technique et de studio	1,139,437	2,060,317	3,281,671	19,074,830	31,755,710
Mobile equipment — Cars de reportage	75,574	36,836	17,305	328,353	1,258,895
Automobiles and trucks — Voitures et camions	99,991	98,724	41,843	417,516	967,133
Furniture and fixtures — Meubles et articles d'ameublement	277,179	348,910	304,138	2,635,002	4,071,666
Other property, plant and equipment — Autres immobilisations corporelles	19,215	43,720	158,143	1,017,142	1,010,266
Leasehold improvements — Améliorations locatives	303,485	108,492	525,203	1,157,794	1,394,717
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	4,370,473	6,071,994	9,908,676	48,739,662	83,690,333
Accumulated depreciation — Amortissement accumulé	3,497,023	3,800,230	6,310,274	25,770,836	47,403,867
Property, plant and equipment net of accumulated depreciation at August 31, 1972 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1972	873,450	2,271,764	3,598,402	22,968,826	36,286,466
	Manitoba	Saskat- chewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total
	dollars				
Land — Terrains	315,912	152,704	340,589	585,305	7,951,343
Land improvements and buildings — Améliorations foncières et bâtiments	1,863,013	2,172,715	2,229,483	3,390,189	36,750,859
Tower and antenna system — Installations de pylônes et d'antennes	941,495	1,399,781	1,289,663	2,378,775	18,920,597
Transmitter equipment — Matériel émetteur	1,173,630	4,159,776	4,872,176	6,457,692	48,852,030
Studio and technical equipment — Matériel technique et de studio	3,496,134	3,327,934	5,916,930	5,735,990	75,788,953
Mobile equipment — Cars de reportage	129,464	187,983	548,715	433,818	3,016,943
Automobiles and trucks — Voitures et camions	72,226	160,215	170,871	351,831	2,380,350
Furniture and fixtures — Meubles et articles d'ameublement	314,748	642,491	831,150	940,848	10,366,132
Other property, plant and equipment — Autres immobilisations corporelles	147,519	62,904	200,227	691,121	3,350,257
Leasehold improvements — Améliorations locatives	216,700	274,561	329,605	906,448	5,217,005
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	8,670,841	12,541,064	16,729,409	21,872,017	212,594,469
Accumulated depreciation — Amortissement accumulé	5,921,900	5,231,383	10,759,538	10,765,286	119,460,337
Property, plant and equipment net of accumulated depreciation at August 31, 1972 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1972	2,748,941	7,309,681	5,969,871	11,106,731	93,134,132

TABLE 12. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry by Staff Categories, 1972

TABLEAU 12. Rémunérations et avantages sociaux, et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION par catégorie de personnel, 1972

	Total remuneration(1) — Rémunérations totales(1)			Average number of employees — Effectifs moyens		
	Private stations — Stations privées	CBC — Radio-Canada	Total	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars			number		
Program — Émissions	49,871,345	82,533,000	132,404,345	6,018	6,650	12,668
Technical — Services techniques	10,334,653	5,104,000	15,438,653	1,145	441	1,586
Sales and promotion — Ventes et promotion	20,654,806	5,823,000	26,477,806	1,625	442	2,067
Administration and general — Administration et frais généraux	21,275,360	24,234,000	45,509,360	2,141	1,662	3,803
Directors' fees — Jetons de présence des administrateurs	339,190	19,000	358,190	—	—	—
Total	102,475,354	117,713,000	220,188,354	10,929	9,195	20,124

(1) Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés avant toute déduction.

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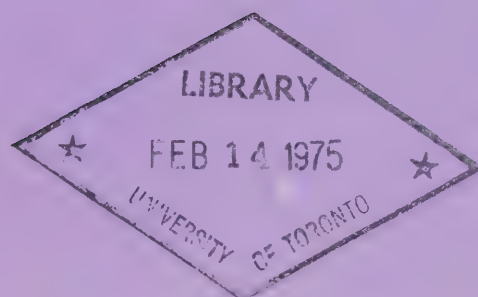
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Radio and television broadcasting

1973

Radiodiffusion et télévision

1973



RADIO AND TELEVISION BROADCASTING

RADIODIFFUSION ET TÉLÉVISION

1973

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SYMBOLS

The following standard symbols are used in Statistics Canada publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.

SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications de Statistique Canada:

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- r nombres rectifiés.

INTRODUCTION

The publication contains the results of an annual survey of the Radio and Television Broadcasting Industry conducted by Statistics Canada in conjunction with the Canadian Radio-Television Commission for the broadcasting year, i.e., the 12-month period from September 1, 1972 to August 31, 1973. In the previous period, the broadcasting licensee's annual return was revised in consultation with both the Canadian Association of Broadcasters on behalf of the industry and the Canadian Radio-Television Commission. This marks the second year the revised return has been used. The nature of these revisions was to improve the return by clearly segregating departmental expenses, depreciation, interest expense and other adjustments. The tabular format of this publication has been modified to provide for these revisions. However, more detailed information can be provided from Statistics Canada on request. The data presented in the tables herein were compiled from the returns completed by the Canadian Broadcasting Corporation, CTV and the private commercial broadcasting licensees in operation during the period mentioned above.

The "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by the Canadian Association of Broadcasters, has been recommended to respondents as a guide in completing their annual returns. The major statistical requirements of both the Canadian Radio-Television Commission and Statistics Canada have been satisfied by the use of a common annual return which avoids the proliferation of returns for collecting statistical data which in turn eases the burden on respondents. This publication is intended to provide information to the general public on the broadcasting industry for assessing performance within the industry and to give an indication of industry performances in comparison with other media.

The regulation establishing September 1 to August 31 as the reporting period for the radio and television broadcasting industry was introduced in 1968 by the Canadian Radio-Television Commission. As a result, all information contained in this publication is for the 12 month period ended August 31, 1973.

Concepts

This survey covers the activities of all private commercial broadcasting stations and the two national networks CTV and the Canadian Broadcasting Corporation. Stations operating on a non-commercial basis such as those operated by religious and educational institutions are not included.

All broadcasting revenue from local, national and network time sales is net of advertising agency commissions, trade discounts, and line and service charges. In the case of network time sales, arrangements are generally made to sponsor programs by the advertiser or the advertising agency directly with the television networks. Independent television stations report the revenues received from the network to which it is affiliated as network time sales.

Revised Treatment of CTV Revenues

The treatment of the CTV Television Network data has been revised in this publication and gives a higher dollar value than the method used in former years. However, any duplication in CTV's return and those of its principal affiliates has been removed as much as possible. This method has the advantage of more

Le présent bulletin renferme les résultats d'une enquête annuelle de Statistique Canada sur l'industrie de la radiodiffusion et de la télévision menée en collaboration avec le Conseil de la radio-télévision canadienne et portant sur l'année de diffusion, c.-à-d. la période de 12 mois comprise entre le 1^{er} septembre 1972 et le 31 août 1973. On avait déjà, pour la période précédente, révisé la formule de déclaration annuelle des titulaires d'une licence de diffusion, en collaboration avec l'Association canadienne des radiodiffuseurs (représentant l'industrie) et le Conseil de la radio-télévision canadienne. On se sert de cette formule pour la deuxième année consécutive. Les révisions visaient à améliorer la qualité des déclarations en permettant de distinguer clairement les dépenses internes, la dépréciation, les intérêts versés et les autres redressements. La présentation des tableaux de ce bulletin a été modifiée en fonction de ces révisions. On peut toutefois obtenir des renseignements plus détaillés en s'adressant à Statistique Canada. Les données des tableaux ont été calculées à partir des formules remplies par la Société Radio-Canada, C.T.V. et les titulaires d'une licence de diffusion commerciale privée ayant diffusé au cours de la période susmentionnée.

La "Méthode uniforme de classification des comptes - radio et télévision" mise au point par l'Association canadienne des radiodiffuseurs, a été proposée comme guide aux enquêtés pour les aider à remplir leur déclaration annuelle. L'utilisation d'une formule de déclaration commune satisfait aux principaux besoins statistiques du Conseil de la radio-télévision canadienne et de Statistique Canada, tout en permettant de réduire le nombre de déclarations à dépouiller et, par le fait même, d'alléger le fardeau des enquêtés. Ce bulletin a pour objet de fournir au grand public des renseignements sur l'industrie de la radio-télévision permettant d'évaluer le rendement de cette dernière et de le comparer au rendement des autres organes de diffusion.

En 1968, le Conseil de la radio-télévision canadienne a établi un règlement stipulant que, pour l'industrie de la radiodiffusion et de la télévision, la période de déclaration s'étendrait du 1^{er} septembre au 31 août. C'est pourquoi tous les renseignements contenus dans le présent bulletin portent sur la période de 12 mois se terminant le 31 août 1973.

Concepts

Cette enquête porte sur les activités de toutes les stations de diffusion commerciales privées et des deux réseaux nationaux (C.T.V. et Radio-Canada). Sont exclues les stations sans but lucratif, telles que les stations exploitées par des institutions culturelles ou éducatives.

Toutes les recettes provenant de la vente de temps d'antenne (local, national ou pour le réseau) sont établies après déduction des commissions versées aux agences de publicité, des remises sur facture, des frais de transmission et des frais de service. En ce qui concerne les ventes de temps d'antenne pour le réseau lui-même, les annonceurs ou les agences de publicité s'entendent d'ordinaire directement avec les réseaux de télévision pour commanditer des émissions. Les stations de télévision individuelles portent les recettes provenant du réseau auquel elles sont affiliées au titre des ventes de temps d'antenne pour le réseau.

Nouveau traitement des recettes de C.T.V.

Le traitement des données du réseau de télévision C.T.V. a été modifié aux fins du présent bulletin, et accroît la valeur monétaire par rapport à la méthode utilisée au cours des années précédentes. On a toutefois pris soin d'éliminer, autant que possible, les chevauchements entre la déclaration de C.T.V. et les déclarations de ses principaux affiliés.

adequately reflecting CTV Television Network activity in broadcasting. However, the overall profit margin of the industry is reduced by the inclusion of CTV activity at a higher level since the network is a co-operative undertaking of its affiliates and it operates on their behalf at a low profit margin. Because comparisons are often made between the operating ratios of Television Broadcasting with that of Cable Television, this factor should be considered but the significance given to it is a matter of judgement.

The 1971 and 1972 broadcasting data have been revised to reflect the change in accounting for CTV to be consistent with 1973. This procedure has been discussed and agreed to by CTV and CRTC officials as an improvement in reporting practice.

Because of the unique nature of CTV, it is difficult to incorporate the network data with that of privately owned television stations; however, in order to present an overview of television in Canada, CTV activities have been discretely included in this publication. Since, CTV provides the network programming for its affiliates, CTV operations have been distributed proportionately to its primary affiliates on the basis of the corporate formula provided by the network.

With the exception of the treatment of the CTV Television network and the CBC network, radio and television operations have been individually assigned to provinces and revenue groups on the basis of location and size of the broadcasting operations.

Again this year the basis of this report is the broadcasting operation. A broadcasting operation may consist of one or more broadcasting stations as in radio, or in television, it may consist of an originating television station with a number of repeater stations or a network such as CTV.

Cette méthode présente l'avantage de mieux dépeindre l'activité de diffusion de C.T.V. Cependant, la marge bénéficiaire globale de l'industrie se trouve diminuée en raison de l'inclusion de l'activité de C.T.V. à un niveau plus élevé; en effet, C.T.V. est une entreprise commune des stations qui y sont affiliées et au nom desquelles elle est en exploitation; de plus, elle ne réalise qu'une faible marge bénéficiaire. Comme on compare souvent les ratios d'exploitation de la télédiffusion à ceux de la télédistribution, il faut tenir compte de ce facteur; toutefois l'importance qu'on lui accorde demeure sujette à l'opinion personnelle.

À des fins d'uniformité avec les données de 1973, les données de la diffusion de 1971 et de 1972 ont été révisées de manière à tenir compte des modifications apportées à l'égard de C.T.V. Cette méthode, conçue en vue d'améliorer les pratiques de déclaration, a été examinée et approuvée par C.T.V. et le C.R.T.C.

Vu la nature unique du réseau C.T.V., il est difficile de présenter ensemble les données qui s'y rapportent et celles qui sont propres aux stations de télévision privées; toutefois, afin de donner une vue d'ensemble de l'industrie de la télévision au Canada, on a judicieusement inclus les activités de C.T.V. dans cette publication. Étant donné que C.T.V. fournit à ses stations affiliées leur programmation, ses activités ont été réparties proportionnellement entre ses principales stations en fonction de la constitution du réseau.

Exception faite des réseaux C.T.V. et Radio-Canada, on a réparti les activités de radio et de télévision par province et par tranche de recettes en se basant sur la situation géographique et sur la taille des entreprises de diffusion.

Une fois de plus, les données présentées dans ce bulletin sont axées sur le concept de l'entreprise de diffusion. Une entreprise peut comprendre une ou plusieurs stations dans le cas de la radiodiffusion, ou, dans le cas de la télévision, elle peut consister en une station émettrice ayant un certain nombre d'émetteurs relais ou en un réseau tel que C.T.V.

	Radio	Television — Télévision
Companies — Sociétés	234	56
Operations — Entreprises	279	58
Stations	348	60(1)

(1) Originating stations. — Stations émettrices.

The above table does not include the CBC network or its stations; the CTV Network Ltd. is counted both as a company and an operation. In radio a broadcasting operation may consist of a single station operation, a combined AM/FM station operation or other combinations of radio stations.

Le tableau ci-dessus ne tient pas compte du réseau de Radio-Canada ou de ses stations; le réseau C.T.V. est considéré à la fois comme société et comme entreprise. Les entreprises de radiodiffusion peuvent être constituées d'une seule station, d'une station jumelée A.M. et F.M. ou d'autres assemblages de stations.

Radio Operations and Stations

Entreprises et stations de radiodiffusion

	Operations — Entreprises	Stations
Single stations — Stations uniques	214	214
AM/FM combination — Ensembles A.M. et F.M.	50	100
Other combinations of radio stations — Autres ensembles de stations de radiodiffusion	15	34
Total	279	348

The allocation of individual radio stations to a particular revenue group depends on the availability of data on the station's revenue and expenses. Licensees usually report the revenue earned by each radio station operated by the licensee; however, expenses are frequently not reported separately where the licensees operate more than one radio station as indicated in the above table. When more than one radio station's expenses have been reported on a single return it is treated as a combined operation and allocated to a revenue group accordingly.

Review

The Radio and Television Broadcasting Industry increased its operating revenues from the previous year by 15.5%. Revenue from the sale of air time was \$358.8 million in 1973 compared to \$310.6 million in 1972. Total revenue in 1973 was \$377.5 million compared to \$327.8 million in 1972 an increase of 15.2%.

Pour classer les stations de radiodiffusion par tranche de recettes, il faut se fonder sur la possibilité d'obtenir des données sur ses recettes et ses dépenses. Les titulaires de licence déclarent habituellement les recettes de chaque station de radiodiffusion qu'ils exploitent; toutefois, comme l'indique le tableau ci-dessus, il arrive souvent qu'ils ne ventilent pas les dépenses lorsqu'ils exploitent plus d'une station de radiodiffusion. Quand une seule déclaration porte sur les dépenses de plus d'une station, on considère qu'elle porte sur une entreprise composée et on la classe dans la tranche de recettes appropriée.

Analyse

Les recettes d'exploitation de l'industrie de la radio-diffusion et de la télévision ont connu une hausse de 15.5 % par rapport à l'année précédente. Les recettes provenant de la vente de temps d'antenne sont passées de \$310.6 millions en 1972 à \$358.8 millions en 1973. De 1972 à 1973, les recettes totales ont augmenté de 15.2 %, passant de \$327.8 millions à \$377.5 millions.

Revenue from Sale of Air Time

Recettes provenant de la vente de temps d'antenne

	Radio	Television — Télévision	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars			
Private stations — Stations privées	157,546	155,791	313,337	87.3
CBC — Radio-Canada	2,754	42,727	45,481	12.7
Total	160,300	198,518	358,818	100.0
Per cent — Pourcentage	44.7	55.3	100.0	

Radio revenue from sale of air time increased 10.8% to \$160.3 million in 1973 from \$144.7 million in 1972. Television revenue from sale of air time increased 19.7% to \$198.5 million in 1973 from \$165.9 million in 1972.

En ce qui concerne la radiodiffusion, les recettes provenant de la vente de temps d'antenne ont augmenté de 10.8 %, passant de \$144.7 millions en 1972 à \$160.3 millions en 1973. Pour ce qui est de la télévision, elles ont progressé de 19.7 %, passant de \$165.9 millions en 1972 à \$198.5 millions en 1973.

Air Time Sales

Ventes de temps d'antenne

	Radio				Television — Télévision			
	Private — Privée	CBC — Radio-Canada	Total	Per cent — Pourcentage	Private — Privée	CBC — Radio-Canada	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars							
Local	107,662	1,219	108,881	67.9	39,523	4,216	43,739	22.0
National	49,288	1,130	50,418	31.5	85,380	15,899	101,279	51.0
Network — Réseau	596	405	1,001	0.6	30,887	22,612	53,499	27.0
Total	157,546	2,754	160,300	100.0	155,790	42,727	198,517	100.0
Per cent — Pourcentage	98.3	1.7	100.0		78.5	21.5	100.0	

Note: Slight discrepancies in tables are due to rounding. — Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Local time sales accounted for 67.9% of air time sales in radio broadcasting. National time sales accounted for 51.0% of air time sales in television broadcasting.

Les ventes de temps d'antenne à l'échelle locale sont intervenues pour 67.9 % des ventes de temps d'antenne de la radiodiffusion. Les ventes de temps d'antenne à l'échelle nationale ont contribué pour 51.0 % des ventes de temps d'antenne à la télévision.

Air Time Sales

Ventes de temps d'antenne

	Radio	Television — Télévision	Total	Per cent — Pourcentage
thousands of dollars — milliers de dollars				
Local	108,881	43,739	152,620	42.5
National	50,418	101,279	151,697	42.3
Network — Réseau	1,001	53,499	54,500	15.2
Total	160,300	198,517	358,817	100.0

Local time sales increased from \$130.0 million in 1972 to \$152.6 million in 1973 or 17.4%. National time sales increased from \$135.7 million in 1972 to \$151.7 million in 1973 or 11.8% while network time sales increased 21.4% from \$44.9 million in 1972 to \$54.5 million in 1973.

Program, technical sales, and promotion and administration and general expenses in the broadcasting industry totaled \$502.2 million in 1973 compared to \$434.9 million in 1972 an increase of 15.5 %. Depreciation was \$27.9 million in 1973 compared to \$25.7 million in 1972 an increase of 8.6%. Interest expense was up 21.3% to \$17.1 million in 1973 from \$14.1 million in 1972. The net cost of CBC operations increased 15.0% to \$221.2 million in 1973 from \$192.4 million in the previous year. In private broadcasting, additions to income from other operations of the broadcasting industry were up to \$5.4 million in 1973 from \$4.5 million in 1972. The net profit of privately owned broadcasting stations from broadcasting activities before income tax was \$57.6 million in 1973 compared to \$51.5 million in 1972, an increase of 11.8%. However, provision for income tax amounted to \$27.0 million in 1973 compared to \$23.6 million in 1972. A net profit from broadcasting operations after tax, of \$30.6 million was realized in 1973 compared to \$27.9 million in 1972, an increase of 9.7%.

In 1973, there were, on average, 21,162 employees in the broadcasting industry, compared to 20,124 in 1972 an increase of 1,038 or 5.2%. Salaries, wages, directors' fees and fringe benefits paid by the industry amounted to \$257.8 million in 1973 compared to \$220.2 million in 1972, an increase of 17.1%. Salaries and wages in 1973 amounted to \$240.6 million or 93.3% while fringe benefits amounted to \$16.6 million or 6.4% and directors' fees were \$522,763. Salaries and wages include payments for regular hours worked, overtime, vacation and holidays, commissions paid to staff under the sales and promotion category. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging or other payments in kind are not included.

Table 1 presents the revenue, expense and number of employees of the Radio and Television Broadcasting Industry for 1971, 1972 and 1973 on a comparable basis when the data are available. This table shows the results of both the private stations and CBC.

The net cost of CBC operations to August 31 is shown. The net cost of operations for the CBC differs

Les ventes de temps d'antenne à l'échelle locale ont augmenté de 17.4 %, passant de \$130.0 millions en 1972 à \$152.6 millions en 1973. Les ventes de temps d'antenne à l'échelle nationale se sont accrues de 11.8 % (de \$135.7 millions à \$151.7 millions), alors que les ventes de temps d'antenne à l'échelle du réseau ont marqué une avance de 21.4 %, passant de \$44.9 millions en 1972 à \$54.5 millions en 1973.

Les dépenses d'exploitation (programmation, services techniques, promotion et administration, frais généraux) de l'industrie de la diffusion ont augmenté de 15.5 %, passant de \$434.9 millions en 1972 à \$502.2 millions en 1973. La dépréciation, qui en 1972 s'établissait à \$25.7 millions, est passée à \$27.9 millions en 1973, soit une augmentation de 8.6 %. Les intérêts versés ont progressé de 21.3 %, passant de \$14.1 millions en 1972 à \$17.1 millions en 1973. Les frais (nets) d'exploitation de Radio-Canada ont augmenté de 15.0 %, passant de \$192.4 millions en 1972 à \$221.2 millions en 1973. L'excédent de revenu des entreprises de diffusion privées s'est accru, passant de \$4.5 millions en 1972 à \$5.4 millions en 1973. Pour les stations privées, le bénéfice net (avant impôt sur le revenu) provenant de la diffusion s'est établi à \$57.6 millions en 1973 comparativement à \$51.5 millions en 1972, ce qui constitue une augmentation de 11.8 %. Toutefois, les provisions pour impôts sur le revenu sont passées de \$23.6 millions en 1972 à \$27.0 millions en 1973. Après impôt, les entreprises de diffusion ont réalisé un bénéfice net de \$30.6 millions en 1973, ce qui représente une augmentation de 9.7 % par rapport au bénéfice net réalisé en 1972 (\$27.9 millions).

En 1973, l'industrie de la diffusion comptait en moyenne 21,162 salariés, alors qu'il y en avait 20,124 en 1972, ce qui représente une hausse de 1,038 ou de 5.2 %. Les traitements, les salaires, les jetons de présence et les avantages sociaux des administrateurs, versés par l'industrie ont augmenté de 17.1 %, passant de \$220.2 millions en 1972 à \$257.8 millions en 1973. Les traitements et salaires pour l'année observée se sont élevés à \$240.6 millions (soit 93.3 % de la rémunération versée), les avantages sociaux à \$16.6 millions (soit 6.4 %) et les jetons de présence des administrateurs à \$522,763. Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel des ventes et de la promotion. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût supporté pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

Le tableau 1 présente les recettes, les dépenses et les effectifs de l'industrie de la radiodiffusion et de la télévision pour 1971, 1972 et 1973 et permet de les comparer lorsque les données sont disponibles. Ce tableau indique les résultats tant des stations privées que de Radio-Canada.

Ce tableau indique le coût net d'exploitation de Radio-Canada au 31 août. Le coût net d'exploitation de Radio-Canada

from the actual Parliamentary grant which is based on its operations for the fiscal year ended March 31. The calculation of the Parliamentary grant replaces depreciation or amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets. The CBC reported at August 31, 1973 that depreciation and amortization exceeded the repayment of Capital Loans by \$6,507,000. This amount was \$5,825,000 at August 31, 1972 and \$4,913,000 in 1971.

Table 2 presents the privately owned broadcasting radio and television revenues, expenses and employees. CBC operating revenues are shown below.

diffère du crédit parlementaire réel qui se fonde sur l'exploitation pour l'année financière se terminant le 31 mars. Le calcul du crédit parlementaire remplace la dépréciation ou l'amortissement de l'actif par un montant requis pour le remboursement des prêts consentis à la Société par le gouvernement du Canada en vue de financer l'acquisition de biens de capital. La Société Radio-Canada a déclaré qu'au 31 août 1973 la dépréciation et l'amortissement excédaient de \$6,507,000 le remboursement des emprunts de capital. Ce montant était de \$5,825,000 au 31 août 1972 et de \$4,913,000 en 1971.

Le tableau 2 présente les recettes, les dépenses et les effectifs de l'industrie de la radiodiffusion et de la télévision privée. Les recettes de Radio-Canada sont indiquées ci-dessous.

Operating Revenues

Recette d'exploitation

	Radio	Television — Télévision	Total
	thousands of dollars — milliers de dollars		
Local time sales — Ventes de temps d'antenne (local)	1,219	4,216	5,435
National time sales — Ventes de temps d'antenne (national)	1,130	15,899	17,029
Network time sales — Ventes de temps d'antenne (réseau)	405	22,612	23,017
Syndication and production — Droits de diffusion et services de production	—	121	121
Other — Autres	10	1,171	1,181
Total	2,764	44,019	46,783

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Table 3 shows the balance sheet data of the privately owned broadcasting industry and the CBC as at August 31, 1973. The balance sheets are compiled according to the head office address of the broadcasting licensee with the exception of CBC which is shown separately.

Tables 4 and 5 presents the operations of the privately owned radio and television broadcasting by area.

Tables 6 and 7 show the operating results of privately owned radio and television broadcasting by revenue group.

Table 8 shows the income statement for privately owned radio and television and the net profit after tax is brought down to the Source and Application of Funds statement in Table 9. This table shows the funds required for the operations of the radio and television broadcasting industry with the exception of CBC.

Tables 10 and 11 shows information on the fixed assets in use in the broadcasting industry. It also gives the provincial breakdown for the privately owned broadcasters according to the address of the licensee.

Table 12 provides information on total remuneration paid to the employees and directors and the number of employees by department for both the privately owned sector and the CBC.

Le tableau 3 présente le bilan de l'industrie de la diffusion privée ainsi que celui de Radio-Canada au 31 août 1973. Les bilans sont classés d'après l'adresse du bureau central du titulaire de licence; celui de Radio-Canada est classé séparément.

Les tableaux 4 et 5 indiquent les activités des stations privées de radio et de télévision, par région.

Les tableaux 6 et 7 contiennent les données d'exploitation des stations privées de radio et de télévision, par tranche de recettes.

Le tableau 8 présente l'état des revenus de la radio-diffusion et de la télévision privées; les bénéfices nets (après impôt) sont présentés au tableau 9 dans l'état sur la provenance et l'utilisation des fonds. Ce tableau indique les fonds nécessaires à l'exploitation de l'industrie de la radio-diffusion et de la télévision, à l'exception de Radio-Canada.

Les tableaux 10 et 11 fournissent des renseignements sur les immobilisations de l'industrie de la diffusion. Ils donnent aussi une ventilation provinciale des entreprises de diffusion privées, selon l'adresse du titulaire de licence.

Le tableau 12 fournit des renseignements sur la rémunération totale versée aux salariés et aux administrateurs, ainsi que sur les effectifs internes tant pour le secteur privé que pour Radio-Canada.

TABLE 1. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1973, 1972 and 1971

TABLEAU 1. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION
et de la TÉLÉVISION, 1973, 1972 et 1971

	1973		1972		1971	
	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada
	dollars					
Operating revenue — Recettes d'exploitation:						
Revenue from sale of air time — Recettes de la vente de temps d'antenne:						
Local time sales — Ventes de temps d'antenne (local)	147,185,507	5,435,000	125,628,653	4,370,000	103,785,651	3,713,000
National time sales — Ventes de temps d'antenne (national) ..	134,668,501	17,029,000	121,269,772	14,453,000	112,117,109	12,609,000
Network time sales — Ventes de temps d'antenne (réseau)	31,482,556	23,017,000	26,374,794 ^r	18,499,000	21,372,580 ^r	24,081,000
Revenue from sale of air time — Total — Recettes de la vente de temps d'antenne	313,336,564	45,481,000	273,273,219 ^r	37,322,000	237,275,340 ^r	40,403,000
Production and other revenue — Recettes de production et autres recettes:						
Syndication revenue — Ventes de droits de diffusion	973,740	—	249,974 ^r	—	15,351,946 ^r (1)	—
Production revenue — Recettes de production	13,585,019	121,000	11,324,590 ^r	171,000		220,000
Other revenue — Autres recettes	2,799,225	1,181,000	4,235,382 ^r	1,992,000		1,772,000
Production and other revenue — Total — Recettes de production et autres recettes	17,357,984	1,302,000	15,809,946 ^r	2,163,000	15,351,946 ^r	1,992,000
Operating revenue — Total — Recettes d'exploitation	330,694,548	46,783,000	289,083,165 ^r	39,485,000	252,627,286 ^r	42,395,000
Departmental expenses — Dépenses internes:						
Program — Émissions	113,279,779	169,877,000	97,265,379 ^r	144,563,000	89,750,951 ^r	
Technical — Services techniques	22,021,716	31,928,000	19,743,884 ^r	28,479,000	16,697,535 ^r	
Sales and promotion — Ventes et promotion	50,506,826	9,878,000	43,589,191 ^r	8,049,000	37,471,498 ^r	202,866,000
Administration and general — Ad- ministration et frais généraux	71,352,322	33,386,000	63,032,486 ^r	30,179,000	61,336,216 ^r	
Sub-total, departmental ex- penses — Total partiel, dépenses internes	257,160,643	245,069,000	223,630,940 ^r	211,270,000	205,256,200 ^r	202,866,000
Depreciation — Amortissement	14,734,494	13,132,000	13,315,824	12,390,000	13,229,105 ^r	11,213,000
Interest expense — Intérêts versés	6,540,772	10,530,000	5,073,042	9,058,000	4,073,245	7,572,000
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	5,389,549	732,000	4,452,857	786,000	9,500,309(2)	921,000
Net profit (loss) before income taxes — Bénéfice net (perte) avant impôts	57,648,188	...	51,516,126	...	39,569,045	...
Net cost of CBC operations — Coût net d'exploitation de Radio-Canada	221,216,000	...	192,447,000	...	178,335,000
Provision for income taxes — Pro- vision pour impôts	27,019,381	...	23,568,178	...	18,891,746	...
Net profit (loss) after income taxes — Bénéfice net (perte) après impôts	30,628,807	...	27,948,038	...	20,677,299	...
Average number of employees — Effectifs moyens	11,675	9,487	10,929	9,195	10,809	8,980

(1) Breakdown of revenue for the private stations not available for 1971. — Ventilations des recettes des stations privées non disponibles pour 1971.

(2) Profit from non-broadcasting activities has not been included for 1971. A profit of \$7,507,424 from non-broadcasting activities was realized in 1971. This was done to make 1971 comparable to 1972 and 1973. The profit from non-broadcasting activities for 1973 is shown on Table 9, line 2. — Les bénéfices ne provenant pas de la diffusion n'ont pas été pris en compte en 1971. Les bénéfices de ces activités ont été de l'ordre de \$7,507,424 en 1971. On voulait pouvoir comparer les chiffres de 1971 à ceux de 1972 et 1973. Les bénéfices ne provenant pas de la diffusion en 1973 apparaissent au tableau 9, ligne 2.

TABLE 2. Revenue, Expenses and Employees of the RADIO and TELEVISION Broadcasting Industry, 1973

TABLEAU 2. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1973

	Private stations — Stations privées			CBC — Radio-Canada	Total
	Radio	Television — Télévision	Total		
	dollars				
Operating revenue — Recettes d'exploitation:					
Revenue from sale of air time — Recettes de la vente de temps d'antenne:					
Local time sales — Ventes de temps d'antenne (local)	107,662,403	39,523,104	147,185,507	5,435,000	152,620,507
National time sales — Ventes de temps d'antenne (national)	49,288,184	85,380,317	134,668,501	17,029,000	151,697,501
Network time sales — Ventes de temps d'antenne (réseau)	595,487	30,887,069	31,482,556	23,017,000	54,499,556
Revenue from sale of air time — Total — Recettes de la vente de temps d'antenne	157,546,074	155,790,490	313,336,564	45,481,000	358,817,564
Production and other revenue — Recettes de production et autres recettes:					
Syndication revenue — Ventes de droits de diffusion	250	973,490	973,740	—	973,740
Production revenue — Recettes de production	1,426,837	12,158,182	13,585,019	498,000	14,083,019
Other revenue — Autres recettes	973,940	1,825,285	2,799,225	72,000	2,871,225
Production and other revenue — Total — Recettes de production et autres recettes	2,401,027	14,956,957	17,357,984	570,000	17,927,984
Operating revenue — Total — Recettes d'exploitation	159,947,101	170,747,447	330,694,548	46,051,000	376,745,548
Departmental expenses — Dépenses internes:					
Program — Émissions	44,049,756	69,230,023	113,279,779	169,877,000	283,156,779
Technical — Services techniques	6,954,016	15,067,700	22,021,716	31,928,000	53,949,716
Sales and promotion — Ventes et promotion	34,038,269	16,468,557	50,506,826	9,878,000	60,384,826
Administration and general — Administration et frais généraux	42,886,396	28,465,926	71,352,322	32,654,000	104,006,322
Sub-total, departmental expenses — Total partiel, dépenses internes	127,928,437	129,232,206	257,160,643	244,337,000	501,497,643
Depreciation — Amortissement	5,453,352	9,281,142	14,734,494	13,132,000	27,866,494
Interest expense — Intérêts versés	3,302,205	3,238,567	6,540,772	10,530,000	17,070,772
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	2,264,749	3,124,800	5,389,549	732,000	6,121,549
Net profit (loss) before income taxes — Bénéfice net (perte) avant impôts	25,527,856	32,120,332	57,648,188	...	57,648,188
Net cost of CBC operations — Coût net d'exploitation de Radio-Canada	221,216,000	221,216,000
Provision for income taxes — Provision pour impôts	11,553,068	15,466,313	27,019,381	...	27,019,381
Net profit (loss) after income taxes — Bénéfice net (perte) après impôts	13,974,788	16,654,019	30,628,807	...	30,628,807
Average number of employees — Effectifs moyens	6,998	4,687	11,685	9,487	21,172

TABLE 3. Balance Sheet Data of the RADIO and TELEVISION Broadcasting Industry by Area, 1973

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario	Manitoba
		dollars					
	<u>ASSETS</u>						
	Current:						
1	Cash	255,332	398,460	308,476	2,036,517	2,277,257	551,857
2	Securities	—	783,082	62,282	5,395,368	6,746,430	—
3	Receivables (net)	1,621,164	2,126,826	975,436	16,336,710	23,340,687	2,078,740
4	Inventories	64,595	3,817	46,590	1,621,389	3,418,422	—
5	Prepaid expenses	158,983	96,289	139,287	2,006,987	4,637,186	224,676
6	Other	—	384,606	27,203	5,365,549	6,128,643	13,990
7	Total current assets	2,100,074	3,793,080	1,559,274	32,762,520	46,548,625	2,869,263
	Investments and advances:						
8	Associated companies	336,838	2,109,967	1,389,239	10,846,124	38,478,510	541,101
9	Other	98,146	1,447,086	63,788	1,912,304	1,859,363	214,164
10	Total investments and advances	434,984	3,557,053	1,453,027	12,758,428	40,337,873	755,265
	Fixed assets, broadcasting:						
11	Land, property and equipment	5,599,695	6,138,279	9,097,163	45,441,923	91,955,814	16,877,401
12	Accumulated depreciation	3,839,301	4,016,843	6,301,753	26,653,344	50,778,480	8,406,836
13	Net fixed assets, broadcasting	1,760,394	2,121,436	2,795,410	18,788,579	41,177,334	8,470,565
14	Net fixed assets, non-broadcasting	51,594	12,646	6,506	3,678,404	3,875,080	171,801
15	Intangible assets	107,000	591,417	136,465	12,893,862	13,997,603	6,070,252
16	Other assets	39,207	125,039	—	4,688,331	1,337,624	289,347
17	Total fixed and other assets	1,958,195	2,850,538	2,938,381	40,049,176	60,387,641	15,001,965
18	Total non-current assets	2,393,179	6,407,591	4,391,408	52,807,604	100,725,514	15,757,230
19	Total assets	4,493,253	10,200,671	5,950,682	85,570,124	147,274,139	18,626,493
	<u>LIABILITIES</u>						
	Current:						
20	Bank loans	729,676	338,375	210,853	2,446,177	14,388,040	245,337
21	Other loans	—	—	—	61,099	2,273,438	—
22	Accounts payable and accrued	540,141	523,153	257,550	6,321,346	11,469,990	932,822
23	Income tax payable	244,289	184,826	222,408	1,310,415	2,324,349	306,434
24	Dividends payable	578,428	27,862	—	16,507	230,534	229,917
25	Unearned income	—	—	—	52,082	17,488	335,032
26	Current portion long-term debt	16,626	293,960	88,841	1,647,379	1,577,544	760,736
27	Other	164,410	447,040	—	3,696,929	7,167,633	83,730
28	Total current liabilities	2,273,570	1,815,216	779,652	15,558,934	39,449,016	2,894,008
	Non-current liabilities:						
	Long-term debt:						
29	Notes	29,393	2,055,584	1,550,634	12,313,936	17,977,986	4,424,045
30	Mortgages and bonds	54,573	144,975	221,972	2,112,712	2,921,669	445,598
31	Debentures	—	—	—	16,581,146	2,766,784	3,504,610
32	Less current portion	(16,626)	(293,960)	(88,841)	(1,585,042)	(1,577,544)	(760,736)
33	Total long-term debt	67,340	1,906,599	1,683,765	29,422,752	22,088,895	7,613,517
34	Deferred income taxes	1,905	12,860	5,190	686,837	5,435,861	386,177
35	Other liabilities	2,401	699,800	754,692	2,852,135	4,299,561	1,150,904
36	Total non-current liabilities	71,646	2,619,259	2,443,647	32,961,724	31,824,317	9,150,598
37	Total liabilities	2,345,216	4,434,475	3,223,299	48,520,658	71,273,333	12,044,606
	Shareholders' equity:						
	Share capital issued:						
38	Preferred	—	146,425	265,250	2,269,285	7,137,883	20,620
39	Common	280,400	477,021	190,200	22,490,053	19,234,288	797,956
40	Retained earnings (accumulated deficit) at end of period	1,770,802	4,370,686	2,311,330	11,269,637	42,834,170	5,743,611
41	Other surplus	96,835	772,064	(39,397)	1,020,491	6,794,465	19,700
42	Total shareholders' equity	2,148,037	5,766,196	2,727,383	37,049,466	76,000,806	6,581,887
43	Total liabilities and equity	4,493,253	10,200,671	5,950,682	85,570,124	147,274,139	18,626,493

(1) This amount represents the equity of the Government of Canada in the CBC.

TABLEAU 3. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1973

Saskatchewan	Alberta	British Columbia and Yukon — Colombie-Britannique et Yukon	Sub-total private stations — Total partiel, stations privées	CBC — Radio-Canada	Total Private stations and CBC — Total, Stations privées et Radio-Canada		N ^o
dollars							
						<u>ACTIF</u>	
						Disponibilités:	
1,941,259	877,258	1,087,914	9,734,330	294,000	10,028,330	Encaisse	1
160,000	3,912,930	309,614	17,369,706	—	17,369,706	Valeurs mobilières	2
1,468,477	4,239,223	5,746,637	57,933,900	7,372,000	65,305,900	Comptes à recevoir (nets)	3
78,878	135,979	337,259	5,706,929	30,745,000	36,451,929	Stocks	4
98,656	1,334,333	1,249,786	9,946,183	1,025,000	10,971,183	Frais payés d'avance	5
1,525	398,892	251,122	12,571,530	—	12,571,530	Autres	6
3,748,795	10,898,615	8,982,332	113,262,578	39,436,000	152,698,578	Total, disponibilités	7
						Placements et avances:	
859,641	1,150,966	3,270,343	58,982,729	—	58,982,729	Sociétés affiliées	8
697,481	556,256	450,684	7,299,272	1,998,000	9,297,272	Autres	9
1,557,122	1,707,222	3,721,027	66,282,001	1,998,000	68,280,001	Total placements et avances	10
						Immobilisations, radiodiffusion:	
9,308,972	18,737,902	23,668,738	226,825,887	272,416,000	499,241,887	Terrains, installations et matériel	11
5,607,284	11,751,040	12,403,207	129,758,088	110,725,000	240,483,088	Amortissement accumulé	12
3,701,688	6,986,862	11,265,531	97,067,799	161,691,000	258,758,799	Immobilisations nettes, radiodiffusion	13
21,575	316,104	882,148	9,015,858	—	9,015,858	Immobilisations nettes, non de radiodiffusion	14
116,443	447,949	3,343,066	37,704,057	—	37,704,057	Immobilisations incorporelles	15
22,908	1,472,354	4,500,544	12,475,354	—	12,475,354	Autres éléments d'actif	16
3,862,614	9,223,269	19,991,289	156,263,068	161,691,000	317,954,068	Total, immobilisations et autres éléments d'actif	17
5,419,736	10,930,491	23,712,316	222,545,069	163,689,000	386,234,069	Total, actif non disponible	18
9,168,531	21,829,106	32,694,648	335,807,647	203,125,000	538,932,647	Total, actif	19
						<u>PASSIF</u>	
						Exigibilités:	
438,479	578,579	2,079,220	21,454,736	—	21,454,736	Emprunts bancaires	20
301,383	58,002	6,000	2,699,922	—	2,699,922	Autres emprunts	21
599,005	2,353,019	2,549,496	25,546,522	18,425,000	43,971,522	Comptes à payer et passif couru	22
389,438	258,801	396,932	5,637,892	—	5,637,892	Impôts sur le revenu à payer	23
212,000	15,100	499	1,310,847	—	1,310,847	Dividendes à verser	24
3,119	—	11,448	426,169	—	426,169	Revenu différé	25
153,795	255,062	792,136	5,586,079	—	5,586,079	Partie exigible de la dette à long terme	26
26,812	275,315	985,154	12,847,023	—	12,847,023	Autres	27
2,124,031	3,793,878	6,820,885	75,509,190	18,425,000	93,934,190	Total, exigibilités	28
						Passif non exigible:	
						Dette à long terme:	
604,397	750,743	5,163,792	44,870,510	—	44,870,510	Billets	29
261,788	664,431	1,137,682	7,965,400	—	7,965,400	Hypothèques et obligations garanties	30
54,400	115,448	1,628,778	24,651,166	—	24,651,166	Obligations non garanties	31
(153,795)	(255,062)	(792,136)	(5,523,742)	—	(5,523,742)	Moins la partie exigible	32
766,790	1,275,560	7,138,116	71,963,334	—	71,963,334	Total, dette à long terme	33
526,000	580,198	690,729	8,325,757	—	8,325,757	Impôts sur le revenu différés	34
149,947	2,493,141	1,624,225	14,026,806	—	14,026,806	Autres éléments de passif	35
1,442,737	4,348,899	9,453,070	94,315,897	—	94,315,897	Total, passif non exigible	36
3,566,768	8,142,777	16,273,955	169,825,087	18,425,000	188,250,087	Total, passif	37
						Avoir des actionnaires:	
						Capital-actions émis:	
206,250	321,600	1,789,646	12,156,959	—	12,156,959	Actions privilégiées	38
457,250	1,148,630	5,307,005	50,382,803	184,700,000(1)	235,082,803	Actions ordinaires	39
4,443,958	11,170,733	6,301,378	90,216,305	—	90,216,305	Bénéfices non répartis (déficit accumulé) à la fin de la période	40
494,305	1,045,366	3,022,664	13,226,493	—	13,226,493	Autres surplus	41
5,601,763	13,686,329	16,420,693	165,982,560	184,700,000	350,682,560	Total, avoir des actionnaires	42
9,168,531	21,829,106	32,694,648	335,807,647	203,125,000	538,932,647	Total, passif et avoir des actionnaires	43

(1) Cette somme représente l'avoir propre du Gouvernement du Canada à Radio-Canada.

TABLE 4. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry by Area, 1973

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du- Prince- Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
		number — nombre				
1	Operations	9	12	9	61	82
2	Stations	11	19	10	68	114
		dollars				
	Operating revenue:					
	Revenue from sale of air time:					
3	Local time sales	2,909,488	3,690,856	2,905,828	21,998,026	39,338,242
4	National time sales	544,583	1,153,393	737,883	11,500,860	22,976,722
5	Network time sales	208,787	2,613	2,735	31,507	18,692
6	Total revenue from sale of air time	3,662,858	4,846,862	3,646,446	33,530,393	62,333,656
	Production and other revenue:					
7	Syndication revenue	—	—	—	—	—
8	Production revenue	2,623	—	3,700	291,048	428,385
9	Other revenue	6,170	20,714	10,397	231,796	230,958
10	Total production and other revenue	8,793	20,714	14,096	522,844	659,343
11	Total operating revenue	3,671,651	4,867,576	3,660,542	34,053,237	62,992,999
	Departmental expenses:					
12	Program	1,226,220	1,365,452	964,396	9,815,890	16,101,983
13	Technical	224,610	293,732	226,187	1,513,658	2,409,841
14	Sales and promotion	457,032	900,894	541,545	7,254,436	14,119,192
15	Administration and general	1,106,590	1,734,926	868,672	10,130,138	15,430,014
16	Sub-total, departmental expenses	3,014,452	4,295,004	2,600,800	28,714,122	48,061,030
17	Depreciation	122,285	126,323	250,865	1,115,546	2,073,235
18	Interest expense	31,956	60,460	66,720	558,518	1,760,857
19	Other adjustments, addition to (or deduction from) income.	16,260	51,047	9,227	1,536,912	236,099
20	Net profit (loss) before income taxes	519,218	436,836	751,384	5,201,963	11,333,976
21	Provision for income taxes	243,615	157,602	264,043	1,880,993	5,593,905
22	Net profit (loss) after income taxes	275,603	279,234	487,341	3,320,970	5,740,071
23	Salaries and benefits included in expenses	1,720,768	2,524,561	1,567,730	14,489,660	25,331,224
24	Average number of employees	197	294	191	1,505	2,448

TABLEAU 4. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1973

Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie-Britannique et Yukon	Total		No
number — nombre						
11	19	25	51	279	Opérations	1
16	20	29	61	348	Stations	2
dollars						
4,524,367	5,078,057	10,905,590	16,311,949	107,662,403	Recettes d'exploitation:	
2,130,279	1,579,189	3,262,548	5,402,727	49,288,184	Recettes de la vente de temps d'antenne:	
56,960	135,925	115,685	22,583	595,487	Ventes de temps d'antenne (local)	3
					Ventes de temps d'antenne (national)	4
					Ventes de temps d'antenne (réseau)	5
6,711,606	6,793,171	14,283,823	21,737,259	157,546,074	Total, recettes de la vente de temps d'antenne.	6
250	—	—	—	250	Recettes de production et autres recettes:	
94,591	116,762	241,448	248,280	1,426,837	Ventes de droits de diffusion	7
35,159	97,648	147,821	193,278	973,940	Recettes de production	8
					Autres recettes	9
130,000	214,410	389,269	441,558	2,401,027	Total, recettes de production et autres recettes.	10
6,841,606	7,007,581	14,673,092	22,178,817	159,947,101	Total, recettes d'exploitation	11
1,768,417	2,091,063	3,823,442	6,892,893	44,049,756	Dépenses internes:	
403,095	346,127	517,523	1,019,243	6,954,016	Émissions	12
1,436,713	1,401,573	3,053,739	4,873,145	34,038,269	Services techniques	13
1,676,409	1,828,081	3,883,305	6,228,261	42,886,396	Ventes et promotion	14
					Administration et frais généraux	15
5,284,634	5,666,844	11,278,009	19,013,542	127,928,437	Total partiel, dépenses internes	16
252,257	184,565	444,000	884,276	5,453,352	Amortissement	17
63,129	97,367	332,981	330,217	3,302,205	Intérêts versés	18
22,921	169,920	37,496	184,867	2,264,749	Autres redressements, ajoutés au revenu (ou déduits).	19
1,264,507	1,228,725	2,655,598	2,135,649	25,527,856	Bénéfice net (perte) avant impôts	20
559,290	464,508	1,300,595	1,088,517	11,553,068	Provision pour impôts	21
705,217	764,217	1,355,003	1,047,132	13,974,788	Bénéfice net (perte) après impôts	22
3,002,952	3,213,942	6,492,397	10,482,214	68,825,448	Rémunération et avantages sociaux compris dans les dépenses.	23
310	409	639	1,005	6,998	Effectifs moyens	24

TABLE 5. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry by Area, 1973

No.		Atlantic Provinces — Provinces de l'Atlantique	Québec	Ontario
		number — nombre		
1	Operations	6	12	17
2	Stations	6	12	17
		dollars		
	Operating revenue:			
	Revenue from sale of air time:			
3	Local time sales	3,440,667	12,287,879	10,380,634
4	National time sales	4,011,910	24,767,141	40,240,164
5	Network time sales	2,434,197	5,635,952	12,287,965
6	Total revenue from sale of air time	9,886,774	42,690,972	62,908,763
	Production and other revenue:			
7	Syndication revenue	—	97,448	863,561
8	Production revenue	216,867	4,372,361	6,919,990
9	Other revenue	253,583	315,546	605,034
10	Total production and other revenue	470,450	4,785,355	8,388,585
11	Total operating revenue	10,357,224	47,476,327	71,297,348
	Departmental expenses:			
12	Program	3,596,928	17,286,447	32,123,088
13	Technical	1,196,113	5,033,207	5,180,063
14	Sales and promotion	1,159,312	3,953,518	7,068,722
15	Administration and general	1,805,848	8,474,171	11,080,073
16	Sub-total departmental expenses	7,758,201	34,747,343	55,451,946
17	Depreciation	699,915	2,019,505	3,970,269
18	Interest expense	224,852	1,357,318	1,251,758
19	Other adjustments, addition to (or deduction from) income.	19,050	1,551,542	1,185,754
20	Net profit (loss) before income taxes	1,693,306	10,903,703	11,809,129
21	Provision for income taxes	826,043	4,160,096	6,644,124
22	Net profit (loss) after income taxes	867,263	6,743,607	5,165,005
23	Salaries and benefits included in expenses	3,205,818	14,464,760	22,000,487
24	Average number of employees	352	1,308	1,843

TABLEAU 5. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par région, 1973

Manitoba and/et Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		No
number — nombre					
8	7	7	57	Operations	1
11	7	7	60	Stations	2
dollars					
4,421,158	5,936,145	3,056,621	39,523,104	Recettes d'exploitation:	
4,732,132	6,085,235	5,543,735	85,380,317	Recettes de la vente de temps d'antenne:	
3,361,916	4,352,660	2,814,379	30,887,069	Ventes de temps d'antenne (local)	3
				Ventes de temps d'antenne (national)	4
				Ventes de temps d'antenne (réseau)	5
12,515,206	16,374,040	11,414,735	155,790,490	Total, recettes de la vente de temps d'antenne.	6
—	12,481	—	973,490	Recettes de production et autres recettes:	
165,322	441,477	42,165	12,158,182	Ventes de droits de diffusion	7
147,697	151,312	352,113	1,825,285	Recettes de production	8
				Autres recettes	9
313,019	605,270	394,278	14,956,957	Total, recettes de production et autres recettes.	10
12,828,225	16,979,310	11,809,013	170,747,447	Total, recettes d'exploitation	11
5,205,119	6,689,018	4,329,423	69,230,023	Dépenses internes:	
1,200,707	1,478,046	979,564	15,067,700	Émissions	12
1,287,667	1,827,620	1,171,718	16,468,557	Services techniques	13
2,168,345	2,469,844	2,467,645	28,465,926	Ventes et promotion	14
				Administration et frais généraux	15
9,861,838	12,464,528	8,948,350	129,232,206	Total partiel, dépenses internes	16
960,343	844,184	786,926	9,281,142	Amortissement	17
91,081	94,014	219,544	3,238,567	Intérêts versés	18
49,932	222,127	96,395	3,124,800	Autres redressements, ajoutés au revenu (ou déduits).	19
1,964,895	3,798,711	1,950,588	32,120,332	Bénéfice net (perte) avant impôts	20
1,008,134	1,817,530	1,010,386	15,466,313	Provision pour impôts	21
956,761	1,981,181	940,202	16,654,019	Bénéfice net (perte) après impôts	22
3,949,689	4,641,451	3,329,943	51,592,148	Rémunération et avantages sociaux compris dans les dépenses.	23
391	449	344	4,687	Effectifs moyens	24

TABLE 6. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1973

No.		Under \$100,000 — Moins de \$100,000	\$100,000- 149,999	\$150,000- 199,999	\$200,000- 249,999	\$250,000- 374,999	\$375,000- 499,999
		number — nombre					
1	Operations	32	21	30	22	47	34
2	Stations	33	22	36	23	56	52
		dollars					
	Operating revenue:						
	Revenue from sale of air time:						
3	Local time sales	1,546,517	2,002,256	4,189,391	4,080,718	11,673,339	11,755,653
4	National time sales	234,020	320,860	954,652	748,133	2,359,166	2,708,116
5	Network time sales	3,694	196,817	31,819	120,022	16,365	86,771
6	Total revenue from sale of air time	1,784,231	2,519,933	5,175,862	4,948,873	14,048,870	14,550,540
	Production and other revenue:						
7	Syndication revenue	—	—	250	—	—	—
8	Production revenue	7,450	5,456	40,631	28,734	47,196	65,071
9	Other revenue	70,052	61,681	67,837	45,905	123,182	43,583
10	Total production and other revenue	77,502	67,137	108,718	74,639	170,378	108,654
11	Total operating revenue	1,861,733	2,587,070	5,284,580	5,023,512	14,219,248	14,659,194
	Departmental expenses:						
12	Program	513,155	747,209	1,670,236	1,422,777	4,236,677	4,726,332
13	Technical	163,665	195,109	349,077	299,794	911,181	751,701
14	Sales and promotion	286,637	372,363	867,383	832,915	2,498,418	3,029,270
15	Administration and general	794,385	1,007,806	1,840,063	1,822,298	4,846,684	4,537,333
16	Sub-total departmental expenses	1,757,842	2,322,487	4,726,759	4,377,784	12,492,960	13,044,636
17	Depreciation	153,210	143,798	295,426	203,090	630,809	571,511
18	Interest expense	31,412	21,849	98,232	53,275	243,695	302,609
19	Other adjustments, addition to (or deduction from) income.	4,163	59,082	22,348	41,015	76,529	113,726
20	Net profit (loss) before income taxes	(76,568)	158,018	186,511	430,378	928,313	854,164
21	Provision for income taxes	(9,256)	65,470	93,055	152,352	504,427	322,652
22	Net profit (loss) after income taxes	(67,312)	92,548	93,456	278,026	423,886	531,512
23	Salaries and benefits included in expenses	973,972	1,410,420	2,694,065	2,611,319	7,303,655	7,682,876
24	Average number of employees	165	234	386	344	904	864

TABLEAU 6. Recettes, dépenses et effectifs des stations privées de RADIODIFFUSION, par tranche de recettes, 1973

\$500,000- 749,999	\$750,000- 999,999	\$1,000,000- 1,499,999	\$1,500,000 and over — et plus	Total		Nº
number — nombre						
43	12	15	23	279	Opérations	1
57	16	20	34	349	Stations	2
dollars						
19,422,715	7,459,072	12,056,326	33,476,416	107,662,403	Recettes d'exploitation:	
5,953,055	2,818,065	5,447,202	27,744,915	49,288,184	Recettes de la vente de temps d'antenne:	
14,098	125,155	—	746	595,487	Ventes de temps d'antenne (local)	3
					Ventes de temps d'antenne (national)	4
					Ventes de temps d'antenne (réseau)	5
25,389,868	10,402,292	17,503,528	61,222,077	157,546,074	Total, recettes de la vente de temps d'antenne.	6
—	—	—	—	250	Recettes de production et autres recettes:	
71,983	94,877	219,084	846,355	1,426,837	Ventes de droits de diffusion	7
218,415	33,832	34,223	275,230	973,940	Recettes de production	8
					Autres recettes	9
290,398	128,709	253,307	1,121,585	2,401,027	Total, recettes de production et autres recettes.	10
25,680,266	10,531,001	17,756,835	62,343,662	159,947,101	Total, recettes d'exploitation	11
7,342,870	3,009,698	4,458,134	15,922,668	44,049,756	Dépenses internes:	
1,416,763	471,143	690,637	1,704,946	6,954,016	Émissions	12
5,849,461	2,429,546	4,190,377	13,681,899	34,038,269	Services techniques	13
7,658,596	2,643,842	4,184,563	13,550,826	42,886,396	Ventes et promotion	14
					Administration et frais généraux	15
22,267,690	8,554,229	13,523,711	44,860,339	127,928,437	Total partiel, dépenses internes	16
973,506	425,327	758,613	1,298,062	5,453,352	Amortissement	17
606,917	248,157	138,141	1,557,918	3,302,205	Intérêts versés	18
121,355	36,786	153,036	1,636,709	2,264,749	Autres redressements, ajoutés au revenu (ou déduits).	19
1,953,508	1,340,074	3,489,406	16,264,052	25,527,856	Bénéfice net (perte) avant impôts	20
815,061	595,027	1,817,605	7,196,675	11,553,068	Provision pour impôts	21
1,138,447	745,047	1,671,801	9,067,377	13,974,788	Bénéfice net (perte) après impôts	22
12,910,033	4,847,555	6,979,772	21,411,781	68,825,448	Rémunération et avantages sociaux compris dans les dépenses.	23
1,404	457	671	1,571	6,998	Effectifs moyens	24

TABLE 7. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1973

No.		Under \$499,000 — Moins de \$499,000	\$500,000- 999,999	\$1,000,000- 1,499,999
		number — nombre		
1	Operations	11	12	11
2	Stations	11	12	14
		dollars		
	Operating revenue:			
	Revenue from sale of air time:			
3	Local time sales	1,690,265	4,206,736	5,702,353
4	National time sales	1,153,058	3,105,786	5,396,141
5	Network time sales	651,222	1,498,807	2,290,280
6	Total revenue from sale of air time	3,494,545	8,811,329	13,388,774
	Production and other revenue:			
7	Syndication revenue	—	6,806	6,900
8	Production revenue	69,670	166,371	441,091
9	Other revenue	71,665	51,887	591,069
10	Total production and other revenue	141,335	225,064	1,039,060
11	Total operating revenue	3,635,880	9,036,393	14,427,834
	Departmental expenses:			
12	Program	1,089,940	2,421,365	5,349,000
13	Technical	465,449	960,050	1,929,301
14	Sales and promotion	449,355	1,157,700	1,969,410
15	Administration and general	1,211,264	2,405,893	3,234,362
16	Sub-total departmental expenses	3,216,008	6,945,008	12,482,073
17	Depreciation	358,273	779,233	1,180,280
18	Interest expense	125,421	143,581	142,672
19	Other adjustments, addition to (or deduction from) income.	30,632	(34,252)	140,093
20	Net profit (loss) before income taxes	(33,190)	1,134,319	762,902
21	Provision for income taxes	52,055	590,313	891,343
22	Net profit (loss) after income taxes	(85,245)	544,006	(128,441)
23	Salaries and benefits included in expenses	1,627,332	3,568,285	5,863,750
24	Average number of employees	221	407	635

TABEAU 7. Recettes, dépenses et effectifs des stations privées de TÉLÉVISION, par tranche de recettes, 1973

\$1,500,000- 2,999,999	\$3,000,000 and over — et plus	Total		Nº
	number — nombre			
9	14	57	Opérations	1
9	14	60	Stations	2
	dollars			
7,120,281	20,803,469	39,523,104	Recettes d'exploitation:	
8,371,028	67,354,304	85,380,317	Recettes de la vente de temps d'antenne:	
4,562,861	21,883,899	30,887,069	Ventes de temps d'antenne (local)	3
			Ventes de temps d'antenne (national)	4
			Ventes de temps d'antenne (réseau)	5
20,054,170	110,041,672	155,790,490	Total, recettes de la vente de temps d'antenne.	6
5,675	954,109	973,490	Recettes de production et autres recettes:	
301,535	11,179,515	12,158,182	Ventes de droits de diffusion	7
326,656	784,008	1,825,285	Recettes de production	8
			Autres recettes	9
633,866	12,917,632	14,956,957	Total, recettes de production et autres recettes.	10
20,688,036	122,959,304	170,747,447	Total, recettes d'exploitation	11
7,740,155	52,629,563	69,230,023	Dépenses internes:	
1,894,665	9,818,235	15,067,700	Émissions	12
2,379,820	10,512,272	16,468,557	Services techniques	13
3,527,317	18,087,090	28,465,926	Ventes et promotion	14
			Administration et frais généraux	15
15,541,957	91,047,160	129,232,206	Total, partiel dépenses internes:	16
1,649,596	5,313,760	9,281,142	Amortissement	17
420,744	2,406,149	3,238,567	Intérêts versés	18
9,220	2,979,107	3,124,800	Autres redressements, adjoutés au revenu (ou déduits).	19
3,084,959	27,171,342	32,120,332	Bénéfice net (perte) avant impôts	20
1,633,874	12,298,728	15,466,313	Provision pour impôts	21
1,451,085	14,872,614	16,654,019	Bénéfice net (perte) après impôts	22
6,590,984	33,941,797	51,592,148	Rémunération et avantages sociaux compris dans les dépenses.	23
715	2,709	4,687	Effectifs moyens	24

TABLE 8. Income Statement for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1973

TABLEAU 8. État des revenus de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1973

	Radio	Television - Télévision	Total
		dollars	
Operating profit (loss) before under noted items - Bénéfice d'exploitation (perte) avant les postes suivants	32,018,664	41,515,241	73,533,905
Depreciation (recorded in accounts) - Amortissement (comptabilisé)	(5,453,352)	(9,281,142)	(14,734,494)
Interest expense - Intérêts versés	(3,302,205)	(3,238,567)	(6,540,772)
Amortization of organization and start up expense - Amortissement des frais d'établissement et de mise en marche	(84,319)	(102,599)	(186,918)
Net operating profit (loss) - Bénéfice net d'exploitation (perte)	23,178,788	28,892,933	52,071,721
Amortization of goodwill - Amortissement de l'achalandage	(53,270)	(108,887)	(162,157)
Investment and interest income - Revenus de placements et d'intérêts	926,905	1,373,197	2,300,102
Gain (loss) from sale of fixed assets, investments, etc. - Gains (pertes) sur réalisation d'actif	1,475,433	1,963,089	3,438,522
Net profit (loss) before tax - Bénéfice et (perte) avant impôts	25,527,856	32,120,332	57,648,188
Provision for income taxes - Provision pour impôts sur le revenu	(11,553,068)	(15,466,313)	(27,019,381)
Net profit after income taxes to August 31 - Bénéfice net après impôts au 31 août	13,974,788	16,654,019	30,628,807

TABLE 9. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1973

TABLEAU 9. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de TÉLÉVISION privée 1973

	Dollars
Source of funds - Provenance des fonds:	
Operations - Exploitation:	
Net profit from broadcast operations after tax - Bénéfice net provenant de l'exploitation des entreprises de radiodiffusion, après impôts	30,628,807
Net profit from non-broadcast operations after tax - Bénéfice net provenant d'activités autres que la radiodiffusion après impôts	225,406
Expenses not requiring outlay of funds - Dépenses ne nécessitant pas de mise de fonds:	
Depreciation and amortization (recorded in accounts) - Dépréciation et amortissement (comptabilisé)	16,269,895
Deferred income taxes - Impôts sur le revenu différés	1,636,866
Funds provided from operations - Total - Ensemble des fonds provenant de l'exploitation	48,760,974
Other - Autres:	
Increase in long term debt - Augmentation de la dette à long terme	17,580,602
Proceeds from sale of share capital - Produit de la vente du capital-actions	6,100,890
Decrease in fixed assets - Diminution des immobilisations:	
(a) Broadcast only - Activités de radiodiffusion seulement	2,587,128
(b) Non-broadcasting - Autres que la radiodiffusion	626,954
Decrease in investments and advances - Diminution des placements et des avances	5,322,335
Other sources of funds provided - Autres sources de fonds fournis	5,044,667
Other funds provided - Total - Ensemble des autres fonds fournis	37,262,576
Funds provided - Total - Fonds fournis	86,023,550
Application of funds - Utilisation des fonds:	
Additions to fixed assets - Additions aux immobilisations:	
(a) Broadcast only - Activités de radiodiffusion seulement	15,294,373
(b) Non-broadcasting - Autres que la radiodiffusion	2,673,537
Additions to investments and advances - Accroissement des placements et des avances	16,775,962
Deferred expenditures - Dépenses différées	1,087,125
Dividends declared - Dividendes déclarés:	
(a) Common shares - Actions ordinaires	18,850,036
(b) Preferred shares - Actions privilégiées	367,565
Reduction of long term debt - Diminution de la dette à long terme	16,373,925
Redemption of shares - Rachat d'actions	625,328
Other application of funds - Autres utilisations des fonds	10,824,784
Funds used - Total - Fonds utilisés	82,872,635
Increase in working capital - Augmentation du fonds de roulement	3,150,915
Working capital at beginning of year - Fonds de roulement au début de l'année	34,602,473
Working capital at August 31 - Fonds de roulement au 31 août	37,753,388

TABLE 10. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1973

TABEAU 10. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1973

Fixed asset classification — Classification des immobilisations	Private stations — Stations privées		
	Radio stations — Stations de radio	Television stations — Stations de télévision	
	dollars		
Land — Terrains	5,838,701	2,187,256	
Land improvements and buildings — Améliorations foncières et bâtiments	12,613,667	23,737,584	
Tower and antenna system — Installations de pylônes et d'antennes	9,040,913	11,297,052	
Transmitter equipment — Matériel émetteur	26,365,780	21,051,262	
Studio and technical equipment — Matériel technique de studio ...	21,558,936	60,364,926	
Mobile equipment — Cars de reportage	510,607	2,069,289	
Automobiles and trucks — Voitures et camions	1,678,553	881,268	
Furniture and fixtures — Meubles et articles d'ameublement	6,347,051	4,484,021	
Other property, plant and equipment — Autres immobilisations corporelles	1,622,886	10,041,353	
Leasehold improvements — Améliorations locatives	4,414,693	720,089	
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	89,991,787	136,834,100	
Accumulated depreciation — Amortissement accumulé	51,513,960	78,244,128	
Property, plant and equipment net of accumulated depreciation at August 31, 1973 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1973	38,477,827	58,589,972	
	Radio and television stations — Stations de radio et de télévision		
	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars		
Land — Terrains	8,025,957	9,700,000	17,725,957
Land improvements and buildings — Améliorations foncières et bâtiments	36,351,251	98,137,000	134,488,251
Tower and antenna system — Installations de pylônes et d'antennes	20,337,965	153,778,000	20,337,965
Transmitter equipment — Matériel émetteur	47,417,042		201,195,042
Studio and technical equipment — Matériel technique de studio ...	81,923,862		81,923,862
Mobile equipment — Cars de reportage	2,579,896	2,863,000	2,579,896
Automobiles and trucks — Voitures et camions	2,559,821		5,422,821
Furniture and fixtures — Meubles et articles d'ameublement	10,831,072		18,769,072
Other property, plant and equipment — Autres immobilisations corporelles	11,664,239	—	11,664,239
Leasehold improvements — Améliorations locatives	5,134,782	—	5,134,782
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	226,825,887	272,416,000	499,241,887
Accumulated depreciation — Amortissement accumulé	129,758,088	110,725,000	240,483,088
Property, plant and equipment net of accumulated depreciation at August 31, 1973 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1973	97,067,799	161,691,000	258,758,799

TABLE 11. Detail of Property, Plant and Equipment of the Privately Owned RADIO and TELEVISION Broadcasting Industry by Area, 1973

TABLEAU 11. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1973

	Newfound- land and Prince Edward Island — Terre-Neuve et île-du- Prince- Edouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
	dollars				
Land — Terrains	243,854	205,519	194,222	1,543,731	4,107,085
Land improvements and buildings — Améliorations foncières et bâtiments	546,486	1,180,283	2,296,301	6,438,639	15,659,955
Tower and antenna system — Installations de pylônes et d'antennes	567,168	468,622	612,140	3,172,059	8,681,824
Transmitter equipment — Matériel émetteur	1,209,291	1,419,474	2,787,934	10,362,479	13,960,703
Studio and technical equipment — Matériel technique et de studio	1,420,003	2,152,834	3,511,622	18,088,579	35,793,823
Mobile equipment — Cars de reportage	77,571	30,684	10,240	266,491	1,218,713
Automobiles and trucks — Voitures et camions	118,728	106,785	65,893	490,125	943,402
Furniture and fixtures — Meubles et articles d'ameublement	302,022	331,278	320,707	2,690,069	4,240,056
Other property, plant and equipment — Autres immobilisations corporelles	9,202	126,051	36,350	1,203,686	1,843,661
Leasehold improvements — Améliorations locatives	313,103	116,749	54,021	1,186,065	1,437,315
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	4,807,428	6,138,279	9,889,430	45,441,923	87,886,537
Accumulated depreciation — Amortissement accumulé	3,839,301	4,016,843	6,301,753	26,653,344	50,778,480
Property, plant and equipment net of accumulated depreciation at August 31, 1973 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1973	968,127	2,121,436	3,587,677	18,788,579	37,108,057
	Manitoba	Saskat- chewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total
	dollars				
Land — Terrains	298,315	148,529	498,766	785,936	8,025,957
Land improvements and buildings — Améliorations foncières et bâtiments	1,859,800	2,178,216	2,552,106	3,639,465	36,351,251
Tower and antenna system — Installations de pylônes et d'antennes	1,131,953	1,606,571	1,563,575	2,534,053	20,337,965
Transmitter equipment — Matériel émetteur	1,143,637	4,305,438	5,280,069	6,948,017	47,417,042
Studio and technical equipment — Matériel technique et de studio	3,838,653	3,467,154	7,100,200	6,550,994	81,923,862
Mobile equipment — Cars de reportage	129,464	133,185	527,203	186,345	2,579,896
Automobiles and trucks — Voitures et camions	63,575	165,606	236,612	369,095	2,559,821
Furniture and fixtures — Meubles et articles d'ameublement	326,143	737,178	906,610	977,009	10,831,072
Other property, plant and equipment — Autres immobilisations corporelles	7,148,930	54,711	228,620	1,013,028	11,664,239
Leasehold improvements — Améliorations locatives	227,837	276,796	446,142	1,076,754	5,134,782
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	16,168,307	13,073,384	19,339,903	24,080,696	226,825,887
Accumulated depreciation — Amortissement accumulé	8,406,836	5,607,284	11,751,040	12,403,207	129,758,088
Property, plant and equipment net of accumulated depreciation at August 31, 1973 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1973	7,761,471	7,466,100	7,588,863	11,677,489	97,067,799

TABLE 12. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry by Staff Categories, 1973

TABLEAU 12. Rémunérations et avantages sociaux, et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION par catégorie de personnel, 1973

	Total remuneration(1) — Rémunérations totales(1)			Average number of employees — Effectifs moyens		
	Private stations — Stations privées	CBC — Radio- Canada	Total	Private stations — Stations privées	CBC — Radio- Canada	Total
	dollars			number		
Program — Émissions	58,539,747	100,651,000	159,190,747	6,389	6,819	13,208
Technical — Services techniques	11,930,300	5,963,000	17,893,300	1,272	476	1,748
Sales and promotion — Ventes et promotion	25,010,900	6,822,000	31,832,900	1,779	459	2,238
Administration and general — Administration et frais généraux	24,435,890	23,892,000	48,327,890	2,235	1,733	3,968
Directors' fees — Jetons de présence des administrateurs	500,763	22,000	522,763	—	—	—
Total	120,417,600	137,350,000	257,767,600	11,675	9,487	21,162

(1) Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés avant toute déduction.

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- 56 - 203 Statistique du téléphone, A., Bil.
- 56 - 204 Radio et télévision, A., Bil.
- 56 - 205 Télédistribution, A., Bil.

A. — Annuel

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Bil. — Bilingue

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RADIODIFFUSION ET TÉLÉVISION

1974

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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-Television Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year-to-year and related to other forms of communication. Data are compiled on the broadcasting year from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some tables in this publication differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the assets and writing it off over this period. This is the first year however that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depre-

Note: The Glossary of Terms at the end of this text provides definitions for those terms which have a special or technical meaning.

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radio-télévision canadienne (C.R.T.C.), pour aider cette dernière à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et qui se rapportent à d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année par les titulaires d'une licence du C.R.T.C.

La formule a été révisée en 1972, de concert avec l'Association canadienne des radiodiffuseurs et la C.R.T.C., afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (R.C.). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en annulant progressivement leur valeur au cours de cette période. C'est cependant la première année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé

Nota: Le glossaire des termes, qui figure à la fin du texte, définit les termes qui ont un sens spécial ou technique.

ciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appears in its proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, page 20 according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

In 1974, Reporting Units in radio broadcasting were divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile

est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent leur place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur l'appartenance de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur l'appartenance, mais on peut obtenir ce renseignement de la C.R.T.C., à Ottawa. La déclaration annuelle commune répond aux besoins de la C.R.T.C. du ministère des Communications et de Statistique Canada tout en réduisant le nombre de déclarations demandées par ces organismes et en allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, page 20, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

En 1974, les unités déclarantes de radiodiffusion étaient réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue

presentation of these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the 1974 revenue group and those used in previous years.

<u>Radio</u>	
<u>1974(1)</u>	<u>1973 and Previous Years</u>
<u>Total Operating Revenues</u>	
<u>Group</u>	<u>Group</u>
1. \$1.5 million and over	1. \$1.5 million and over
2. \$850,000 to \$1.5 million	2. \$1 million to \$1,499,999
3. \$600,000 to \$850,000	3. \$750,000 to \$999,999
4. \$495,000 to \$600,000	4. \$500,000 to \$749,999
5. \$370,000 to \$495,000	5. \$375,000 to \$499,999
6. \$293,000 to \$370,000	6. \$250,000 to \$374,999
7. \$232,000 to \$293,000	7. \$200,000 to \$249,999
8. \$166,000 to \$232,000	8. \$150,000 to \$199,999
9. \$ 90,000 to \$166,000	9. \$100,000 to \$149,999
10. under \$90,000	10. under \$100,000

<u>Television</u>	
<u>1974(2)</u>	<u>1973 and Previous Years</u>
<u>Total Operating Revenues</u>	
<u>Group</u>	<u>Group</u>
1. \$3.0 million and over	1. \$3.0 million and over

(1) See Table 6 page 26.
(2) See Table 7 page 28.

statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1974 et pour les années précédentes.

<u>Radio</u>	
<u>1974(1)</u>	<u>1973 et années précédentes</u>
<u>Recettes totales d'exploitation</u>	
<u>Groupe</u>	<u>Groupe</u>
1. \$1.5 million et plus	1. \$1.5 million et plus
2. \$850,000 à \$1.5 million	2. \$1 million à \$1,499,999
3. \$600,000 à \$850,000	3. \$750,000 à \$999,999
4. \$495,000 à \$600,000	4. \$500,000 à \$749,999
5. \$370,000 à \$495,000	5. \$375,000 à \$499,999
6. \$293,000 à \$370,000	6. \$250,000 à \$374,999
7. \$232,000 à \$293,000	7. \$200,000 à \$249,999
8. \$166,000 à \$232,000	8. \$150,000 à \$199,999
9. \$ 90,000 à \$166,000	9. \$100,000 à \$149,999
10. moins de \$90,000	10. moins de \$100,000

<u>Télévision</u>	
<u>1974(2)</u>	<u>1973 et années précédentes</u>
<u>Recettes totales d'exploitation</u>	
<u>Groupe</u>	<u>Groupe</u>
1. \$3.0 million et plus	1. \$3.0 million et plus

(1) Voir tableau 6, page 26.
(2) Voir tableau 7, page 28.

2. \$1.5 million to \$3.0 million	2. \$1,500,000 to \$2,999,999	2. \$1.5 million à \$3.0 million	2. \$1,500,000 à \$2,999,999
3. \$800,000 to \$1.5 million	3. \$1,000,000 to \$1,499,999	3. \$800,000 à \$1.5 million	3. \$1,000,000 à \$1,499,999
4. under \$800,000	4. \$500,000 to \$999,999	4. moins de \$800,000	4. \$500,000 à \$999,999
	5. under \$499,000		5. moins de \$499,000

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

Canadian Broadcasting Corporation

Financial data of CBC, a crown corporation, are separated in this publication from the data of other parts of broadcasting. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March. Additionally, the calculation of the parliamentary grant replaces depreciation and amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets. The CBC reported that as at August 31, 1974 depreciation and amortization exceeded the repayment of capital loans by \$9,964,000. This difference was reported as \$6,507,000 for 1973; \$5,825,000 for 1972 and \$4,913,000 for 1971.

C.T.V. Television Network Limited

Le réseau C.T.V. est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement exagéré. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de C.T.V. crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

À partir de 1973, les recettes et les dépenses de C.T.V. sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de C.T.V. est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de C.T.V. et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars. De plus, le calcul de ces crédits remplace l'amortissement des immobilisations par un montant nécessaire au remboursement des prêts consentis à cette corporation par le gouvernement du Canada pour le financement de nouvelles immobilisations. Radio-Canada signalait que, au 31 mars 1974, les amortissements dépassaient de \$9,964,000 le remboursement des prêts. Cette différence était de \$6,507,000 en 1973, de \$5,825,000 en 1972 et de \$4,913,000 en 1971.

Canadian Broadcasting Corporation
Operating Revenues

Radio Canada
Recettes d'exploitation

	Radio	Television — Télévision	Total
	thousands of dollars — milliers de dollars		
Local time sales — Ventes de temps d'antenne (local) ...	1,373	5,123	6,496
National time sales — Ventes de temps d'antenne (national)	1,357	16,965	18,322
Network time sales — Ventes de temps d'antenne (réseau)	292	23,650	23,942
Syndication and production — Droits de diffusion et services de production	—	158	158
Other — Autres	1	1,146	1,147
Total	3,023	47,042	50,065

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Analysis

In 1974, the regional television network Global Communications Limited started operations and was therefore included in the survey. The start-up problems of Global have significantly affected the financial operations of privately-owned television particularly in Ontario. Global, reported to its shareholders a net loss of \$13.5 million during the year ended August 31, 1974 on \$2.9 million sales. This had an overall depressing effect on television profits. For the first time in three years a shortage of funds was reported in broadcasting, an unusual cash-flow situation.

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1974 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates but not as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Analyse

Le réseau de télévision régional Global Communications Limited est entré en service en 1974 et a donc été inclus dans l'enquête. Ses problèmes de démarrage ont sensiblement affecté les données sur l'exploitation financière des stations privées de télévision, surtout celles de l'Ontario. Dans son rapport aux actionnaires, le réseau a déclaré une perte nette de \$13.5 millions et des ventes de \$2.9 millions pour l'année terminée le 31 août 1974. Cela a fait diminuer les bénéfices de la télévision en général. En effet, pour la première fois en trois ans, on a signalé un manque de fonds pour la radiodiffusion, soit une situation de trésorerie inhabituelle.

Le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1974; il ne tient pas compte de Radio-Canada. On considère le réseau C.T.V. comme un organisme commercial et une unité déclarante avec ses principales stations affiliées, et non comme une station de diffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les relais de télévision ne sont pas inclus dans le compte des stations de télévision.

Classification of Survey Universe

Classification de l'univers de l'enquête

	Radio	Television — Télévision
Business organizations — Entreprises commerciales	231	58
Reporting units — Unités déclarantes	283	65
Stations	385	59(1)

(1) Originating stations. — Stations émettrices.

Excluding CBC, the following table shows the number of radio stations included in the 1974 survey and their relation to the reporting units.

Le tableau suivant indique le nombre de stations de radio prises en compte dans l'enquête de 1974 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

Radio

	Reporting units — Unités déclarantes	Stations
Single stations — Stations uniques	208	208
AM/FM combinations — Ensembles A.M. ET F.M.	47	94
Other combinations of radio stations — Autres ensembles de stations de radiodiffusion	28	83
Total	283	385

Radio and Television Broadcasting operating revenues increased from the previous year by 13.7%. Revenue from the sale of air time was \$408.0 million in 1974 compared to \$358.8 million in 1973. Total Revenue in 1974 was \$426.5 million compared to \$377.5 million in 1973 an increase of 13.0%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 13.7 % celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$408.0 millions en 1974 contre \$358.8 millions en 1973; les recettes totales en 1974 s'établissaient à \$426.5 millions et ont dépassé de 13.0 % les \$377.5 millions enregistrés en 1973.

Revenue from Sale of Air Time by Source and Sector

Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television — Télévision	Total	Per cent — Pourcentage
thousands of dollars — milliers de dollars				
Private stations — Stations privées	179,831	179,452	359,283	88.0
CBC — Radio-Canada	3,022	45,738	48,760	12.0
Total	182,853	225,190	408,043	100.0
Per cent — Pourcentage	44.8	55.2	100.0	

Radio revenue from sale of air time increased 14.0% to \$182.8 million in 1974 from \$160.3 million in 1973. Television revenue from air time sales increased 13.5% to \$225.2 million in 1974 from \$198.5 million in 1973.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$160.3 millions en 1973 à \$182.8 millions en 1974, une augmentation de 14.0 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 13.5 %, passant de \$198.5 millions en 1973 à \$225.2 millions en 1974.

Air Time Sales by Type of Advertising and Source

Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television - Télévision			
	Private - Privée	CBC - Radio- Canada	Total	Per cent - Pour- centage	Private - Privée	CBC - Radio- Canada	Total	Per cent - Pour- centage
	thousands of dollars - milliers de dollars							
Local	127,476	1,373	128,849	70.5	51,366	5,123	56,489	25.1
National	51,927	1,357	53,284	29.1	95,621	16,965	112,586	50.0
Network - Réseau	429	292	721	.4	32,465	23,650	56,115	24.9
Total	179,832	3,022	182,854	100.0	179,452	45,738	225,190	100.0
Per cent - Pourcentage	98.3	1.7	100.0		79.7	20.3	100.0	

Note: Slight discrepancies in tables are due to rounding. - Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Air Time Sales by Type of Advertising

Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television - Télévision	Total	Per cent - Pourcentage
	thousands of dollars - milliers de dollars			
Local	128,848	56,489	185,337	45.4
National	53,284	112,586	165,870	40.7
Network - Réseau	721	56,115	56,836	13.9
Total	182,853	225,190	408,043	100.0

Local time sales increased from \$152.6 million in 1973 to \$185.3 million in 1974 or 21.4%. National time sales increased from \$151.7 million in 1973 to \$165.9 million in 1974 or 9.4% while network time sales increased 4.2% from \$54.5 million in 1973 to \$56.8 million in 1974.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$152.6 millions en 1973 à \$185.3 millions en 1974, ce qui représente une hausse de 21.4 %, pendant que les ventes au niveau national passaient de \$151.7 millions en 1973 à \$165.9 millions en 1974 (+ 9.4 %) et que les ventes à l'échelle du réseau, qui étaient de \$54.5 millions en 1973, atteignaient \$56.8 millions en 1974 (+ 4.2 %).

Operating expenses in the industry totalled \$585.7 million in 1974 compared to \$502.2 million in 1973 an increase of 16.6%. Depreciation was \$35.1 million in 1974 compared to \$27.9 million in 1973 an increase of

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$585.7 millions en 1974 en comparaison de \$502.2 millions en 1973, ce qui représente un gain de 16.6 %. Les amortissements atteignaient \$35.1 millions en 1974, dépassant

25.8%. Interest expense was \$15.0 million compared to \$17.1 million in 1973; a decrease of 12.3% due to CBC where the interest expense dropped from \$10.5 million in 1973 to \$6.7 million in 1974. The net cost of CBC operations increased 14.5% to \$253.3 million in 1974 from \$221.2 million in 1973. In private broadcasting, additions to income from other operations were \$7.0 million in 1974 compared to \$5.4 million in 1973. The net profit before tax in 1974 was \$52.7 million compared to \$57.6 million in 1973, a decrease of 8.5%. Provision for income tax amounted to \$31.3 million in 1974 compared to \$27.0 million in 1973. The net profit from operations after provision for income tax was \$21.4 million compared to \$30.6 million in 1973 a decrease of 30.1%. This was due largely to the loss on operations by Global Communications Limited.

In 1974 there were, on average, 22,261 employees directly employed in broadcasting compared to 21,162 in 1973 an increase of 1,099 employees. Salaries, wages, director's fees and fringe benefits paid were \$294.7 million in 1974 compared to \$257.8 million in 1973 an increase of \$36.9 million.

de 25.8 % le chiffre de \$27.9 millions enregistré en 1973. Les intérêts payés étaient de \$15.0 millions contre \$17.1 millions en 1973; cette diminution de 12.3 % est attribuable au fait que les intérêts payés par Radio-Canada sont tombés de \$10.5 millions en 1973 à \$6.7 millions en 1974. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à 253.3 millions en 1974, soit une progression de 14.5 % par rapport aux \$221.2 millions de 1973. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$7.0 millions en 1974 comparativement à \$5.4 millions en 1973. Le bénéfice net avant impôts s'établissait à \$52.7 millions en 1974 contre \$57.6 millions en 1973, soit un recul de 8.5 %. La provision pour impôts, qui était de \$27.0 millions en 1973, totalisait \$31.3 millions en 1974. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à 21.4 millions, soit à 30.1 % sous celui de \$30.6 observé en 1973. Les pertes d'exploitation subies par Global Communications Limited sont les grandes responsables de cette situation.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 22,261 en 1974, soit 1,099 de plus qu'en 1973. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$294.7 millions en 1974, dépassant de \$36.9 millions le chiffre de \$257.8 millions enregistré en 1973.

AM — Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local — Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national — Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate — A station which is paid to broadcast at stated times programs of a given network.

Broadcasting — Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence — A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking — Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year — The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB — The Canadian Association of Broadcasters — L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC — Canadian Broadcasting Corporation — A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC — Canadian Radio-Television Commission, established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

CTV — CTV Television Network Limited, a national television network service comprising a group of privately owned television stations.

Call sign — A broadcasting station identification assigned by the Canadian Radio-Television Commission, consisting of a combination of letters and when applicable numerals.

MA — Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535 à 1650 kHz.

Publicité locale — Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale — Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée — Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion — Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion — Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion — Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion — Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par la C.R.T.C.

C.A.B. (The Canadian Association of Broadcasters) — L'Association canadienne des radiodiffuseurs — Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada — Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

C.R.T.C. (Conseil de la Radio-Télévision canadienne) — Établi en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada.

C.T.V. (CTV Television Network Limited) — Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif — Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radio-Télévision canadienne.

Channel — A frequency in the radio spectrum assigned to a radio or television station.

Canal — Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification of Survey Universe(1)

Classification de l'univers de l'enquête(1)

Business organization — This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Entreprise commerciale — Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Reporting unit — This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

Unité déclarante — La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

A reporting unit may consist of any one of the following:

Une unité déclarante peut prendre l'une des formes suivantes:

- (1) a single radio station operating independently,
- (2) a combination of radio stations (AM/FM),
- (3) a single or originating television station operating independently,
- (4) an originating television station operating in conjunction with a number of rebroadcasting stations or,
- (5) a regional television network such as Global Communications Limited.

- (1) une seule station de radio indépendante,
- (2) une combinaison de stations de radio (AM/FM),
- (3) une station indépendante de télévision unique ou émettrice,
- (4) une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
- (5) un réseau régional de télévision comme Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Sauf C.T.V. et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Broadcasting station — A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

Station de radiodiffusion — Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

DOC — Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

M.D.C. — Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

- (1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

- (1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (C.A.É.) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la C.A.É. correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

FM - Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence - See "Broadcasting Licence".

Licensee - A person or company licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

National sales representative - The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network - An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate - To broadcast a radio or television program from a specific location.

Program - Presentation in sound and/or image, by broadcast stations.

Radio - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue - All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits - This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

MF - Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88 à 103 MHz et la partie sonore des signaux de télévision.

Licence - Voir "Radiodiffusion".

Titulaire de licence - Personne détentrice d'une licence délivrée par le Conseil de la Radio-Télévision canadienne et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national - Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau - Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir - Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission - Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio - Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques ou à des fréquences inférieures à 3,000 Gigahertz.

Recettes - Toutes les recettes de radiodiffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux - Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût supporté pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

SW - Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting - A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada - A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA - "Television Association" (T.V.A.) - An independent French language network of three stations operational as of March 31, 1972.

Telecast - A television broadcast.

Telecommunication - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television - A system of Telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel - A frequency in the radio spectrum assigned to a television station.

O.C. - En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur - Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada - Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

T.V.A. (Television Association) - Réseau français privé composé de trois stations. En exploitation depuis le 31 mars 1972.

Télédiffusion - Transmissions d'une émission de télévision.

Télécommunication - Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision - Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision - Bande de fréquences assignée à une station de télévision.

STATISTICAL TABLES



TABLEAUX STATISTIQUES

TABLE 1. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1974, 1973 and 1972

TABLEAU 1. Recettes, dépenses et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1974, 1973 et 1972

	1974		1973		1972	
	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada
Operating revenue — Recettes d'ex- ploitation:						
Revenue from sale of air time — Recettes de la vente de temps d'antenne:						
Local time sales — Ventes de temps d'antenne (local)	178,841,582	6,496,000	147,185,507	5,435,000	125,628,653	4,370,000
National time sales — Ventes de temps d'antenne (national) ..	147,547,933	18,322,000	134,668,501	17,029,000	121,269,772	14,453,000
Network time sales — Ventes de temps d'antenne (réseau)	32,893,749	23,942,000	31,482,556	23,017,000	26,374,794	18,499,000
Revenue from sale of air time — Recettes de la vente de temps d'antenne	359,283,264	48,760,000	313,336,564	45,481,000	273,273,219	37,322,000
Production and other revenue — Recettes de production et au- tres recettes:						
Syndication revenue — Ventes de droits de diffusion	314,651	—	973,740	—	249,974	—
Production revenue — Recettes de production	12,766,520	158,000	13,585,019	121,000	11,324,590	171,000
Other revenue — Autres recettes	4,091,492	1,147,000	2,799,225	1,181,000	4,235,382	1,992,000
Production and other revenue — Total — Recettes de production et autres recettes	17,172,663	1,305,000	17,357,984	1,302,000	15,809,946	2,163,000
Operating revenue — Total — Recettes d'exploitation	376,455,927	50,065,000	330,694,548	46,783,000	289,083,165	39,485,000
Departmental expenses — Dépenses internes:						
Program — Émissions	139,027,926	182,205,000	113,279,779	169,877,000	97,265,379	144,563,000
Technical — Services techniques	25,745,709	44,821,000	22,021,716	31,928,000	19,743,884	28,479,000
Sales and promotion — Ventes et promotion	57,952,451	10,819,000	50,506,826	9,878,000	43,589,191	8,049,000
Administration and general — Ad- ministration et frais généraux	83,934,282	41,228,000	71,352,322	33,386,000	63,032,486	30,179,000
Sub-total, departmental ex- penses — Total partiel, dépenses internes	306,660,368	279,073,000	257,160,643	245,069,000	223,630,940	211,270,000
Depreciation — Amortissement	15,768,654	19,281,000	14,734,494	13,132,000	13,315,824	12,390,000
Interest expense — Intérêts versés	8,322,691	6,684,000	6,540,772	10,530,000	5,073,042	9,058,000
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	6,964,456	1,642,000	5,389,549	732,000	4,452,857	786,000
Net profit/loss before income taxes — Bénéfice net (perte) avant impôts	52,668,670	...	57,648,188	...	51,516,126	...
Net cost of CBC operations — Coût net d'exploitation de Radio- Canada	253,331,000	...	221,216,000	...	192,447,000
Provision for income taxes — Pro- vision pour impôts	31,269,746	...	27,019,381	...	23,568,178	...
Net profit/loss after income taxes — Bénéfice net (perte) après impôts	21,398,924	...	30,628,807	...	27,948,038	...
Average number of employees — Effectifs moyens	12,315	9,946	11,675	9,487	10,929	9,195

TABLE 2. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, by Area, 1974

TABLEAU 2. Recettes, dépenses et effectifs de l'industrie
de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1974

	Private stations - Stations privées			CBC - Radio-Canada	Total
	Radio	Television - Télévision	Total		
Operating revenue - Recettes d'exploitation:					
Revenue from sale of air time - Recettes de la vente de temps d'antenne:					
Local time sales - Ventes de temps d'antenne (local)	127,475,599	51,365,983	178,841,582	6,496,000	185,337,582
National time sales - Ventes de temps d'antenne (national)	51,927,166	95,620,767	147,547,933	18,322,000	165,869,933
Network time sales - Ventes de temps d'antenne (réseau)	428,841	32,464,908	32,893,749	23,942,000	56,835,749
Revenue from sale of air time - Total - Recettes de la vente de temps d'antenne	179,831,606	179,451,658	359,283,264	48,760,000	408,043,264
Production and other revenue - Recettes de production et autres recettes:					
Syndication Revenue - Ventes de droits de diffusion	163,337	151,314	314,651	-	314,651
Production revenue - Recettes de production	1,202,995	11,563,525	12,766,520	158,000	12,924,520
Other revenue - Autres recettes	1,286,127	2,805,365	4,091,492	1,147,000	5,238,492
Production and other revenue - Total - Recettes de production et autres recettes	2,652,459	14,520,204	17,172,663	1,305,000	18,477,663
Operating revenue - Total - Recettes d'exploitation	182,484,065	193,971,862	376,455,927	50,065,000	426,520,927
Departmental expenses - Dépenses internes:					
Program - Émissions	49,737,103	89,290,823	139,027,926	182,205,000	321,232,926
Technical - Services techniques	7,840,703	17,905,006	25,745,709	44,821,000	70,566,709
Sales and promotion - Ventes et promotion	38,182,352	19,770,099	57,952,451	10,819,000	68,771,451
Administration and general - Administration et frais généraux	49,703,162	34,231,120	83,934,282	41,228,000	125,162,282
Sub-total, departmental expenses - Total partiel, dépenses internes	145,463,320	161,197,048	306,660,368	279,073,000	585,733,368
Depreciation - Amortissement	5,883,098	9,885,556	15,768,654	19,281,000	35,049,654
Interest expense - Intérêts versés	3,927,480	4,395,211	8,322,691	6,684,000	15,006,691
Other adjustments - Autres redressements	1,176,117	5,788,339	6,964,456	1,642,000	8,606,456
Net profit (loss) before income taxes - Bénéfice net (perte) avant impôts	28,386,284	24,282,386	52,668,670	...	52,668,670
Net cost of CBC operations - Coût net d'exploitation de Radio-Canada	253,331,000	253,331,000
Provision for income taxes - Provision pour impôts	13,198,625	18,071,121	31,269,746	...	31,269,746
Net profit (loss) after income taxes - Bénéfice net (perte) après impôts	15,187,659	6,211,265	21,398,924	...	21,398,924
Average number of employees - Effectifs moyens	7,296	5,019	12,315	9,946	22,261

TABLE 3. Balance Sheet Data of RADIO and TELEVISION Broadcasting Industry, by Area, 1974

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Edouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario	Manitoba and/et Saskatchewan
		dollars					
	<u>ASSETS</u>						
	Current:						
1	Cash	119,445	1,151,222	345,095	4,939,268	3,835,739	2,304,558
2	Securities	—	484,123	160,729	3,834,831	5,695,873	278,000
3	Receivables (net)	2,084,368	2,834,936	916,070	21,293,240	27,589,518	6,361,516
4	Inventories	17,992	6,024	53,624	1,999,899	2,091,650	93,052
5	Prepaid expenses	—	8,190	103,026	1,598,250	9,026,158	8,085
6	Other	174,482	429,142	656,808	6,683,923	12,434,785	671,659
7	Total current assets	2,396,287	4,913,637	2,235,352	40,349,411	60,673,723	9,716,870
	Investments and advances:						
8	Associated companies	459,195	2,145,467	1,088,330	15,079,506	34,063,562	4,391,131
9	Other	181,171	1,432,789	34,700	10,339,164	845,190	905,931
10	Total investments and advances	640,366	3,578,256	1,123,030	25,418,670	34,908,752	5,297,062
	Fixed assets, broadcasting:						
11	Land, property and equipment	6,606,720	6,740,925	9,897,469	58,453,687	105,076,789	33,411,059
12	Accumulated depreciation	4,228,572	4,372,032	6,707,500	30,047,054	52,619,084	18,700,264
13	Net fixed assets, broadcasting	2,378,148	2,368,893	3,189,969	28,406,633	52,457,705	14,710,795
14	Net fixed assets, non-broadcasting	231,362	8,471	80,390	3,542,307	92,862	1,042,691
15	Intangible assets	102,800	587,980	136,140	12,847,716	12,996,836	6,462,244
16	Other assets	6,716	129,028	19,155	5,290,266	2,830,529	2,746,082
17	Total fixed and other assets	2,719,026	3,094,372	3,425,654	50,086,922	68,377,932	24,961,812
18	Total non-current assets	3,359,392	6,672,628	4,548,684	75,505,592	103,286,684	30,258,874
19	Total assets	5,755,679	11,586,265	6,784,036	115,855,003	163,960,407	39,975,744
	<u>LIABILITIES</u>						
	Current:						
20	Bank loans	1,495,164	318,540	76,294	6,702,155	5,052,079	655,600
21	Other loans	—	—	295,000	536,680	2,586,187	368,996
22	Accounts payable and accrued	1,002,440	829,960	462,083	10,428,234	16,396,027	2,623,343
23	Income tax payable	45,579	257,632	245,759	1,202,351	3,806,654	619,568
24	Dividends payable	—	5,582	—	133,139	1,050,620	620,350
25	Unearned income	—	—	—	45,147	20,306	329,608
26	Current portion long-term debt	137,487	182,266	103,491	1,085,748	1,827,099	1,349,935
27	Other	84,225	1,164,832	80,563	2,659,120	16,557,022	70,792
28	Total current liabilities	2,764,895	2,758,812	1,263,190	22,792,574	47,295,994	6,638,192
	Non-current liabilities:						
	Long-term debt:						
29	Notes	17,905	1,192,146	1,415,412	12,087,381	15,291,019	4,907,271
30	Mortgages and bonds	270,980	302,615	194,708	13,899,576	8,291,413	621,503
31	Debentures	578,428	—	—	16,312,394	16,060,327	3,291,174
32	Less current portion	137,487	182,266	103,491	1,085,748	1,827,099	1,349,935
33	Total long-term debt	729,826	1,312,495	1,506,629	41,213,603	37,815,660	7,470,013
34	Deferred income taxes	—	17,195	7,517	1,127,949	5,743,611	1,770,001
35	Other liabilities	—	719,382	720,018	2,409,915	11,105,837	1,385,099
36	Total non-current liabilities	729,826	2,049,072	2,234,164	44,751,467	54,665,108	10,625,113
37	Total liabilities	3,494,721	4,807,884	3,497,354	67,544,041	101,961,102	17,263,305
	Shareholders' equity:						
	Share capital issued:						
38	Preferred	—	146,425	301,250	3,662,285	7,151,850	307,320
39	Common	280,400	477,021	314,713	23,942,678	30,573,588	4,295,009
40	Retained earnings (accumulated deficit) at end of period.	1,883,723	5,382,871	2,672,403	20,695,856	20,624,869	15,123,505
41	Other surplus	96,835	772,064	1,684	10,143	3,648,998	2,986,605
42	Total shareholders' equity	2,260,958	6,778,381	3,286,682	48,310,962	61,999,305	22,712,439
43	Total liabilities and equity	5,755,679	11,586,265	6,784,036	115,855,003	163,960,407	39,975,744

(1) This amount represents the equity of the Government of Canada in the CBC.

TABLEAU 3. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1974

Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Sub-total pri- vate stations — Total partiel, stations privées	CBC — Radio-Canada	Total private stations and CBC — Total stations privées et Radio-Canada		NO
		dollars				
					<u>ACTIF</u>	
					Disponibilités:	
1,498,649	1,253,832	15,447,808	14,336,000	29,783,808	Encaisse	1
1,610,269	47,653	12,111,478	—	12,111,478	Valeurs mobilières	2
5,657,931	6,937,689	73,675,268	10,249,000	83,924,268	Comptes à recevoir (nets)	3
278,562	298,225	4,839,028	31,949,000	36,788,028	Stocks	4
1,477,797	409,355	12,630,861	742,000	13,372,861	Frais payés d'avance	5
542,032	860,682	22,453,513	—	22,453,513	Autres	6
11,065,240	9,807,436	141,157,956	57,276,000	198,433,956	Total, disponibilités	7
					Placements et avances:	
2,939,667	3,518,475	63,685,333	13,150,000	76,835,333	Sociétés affiliées	8
1,819,673	289,910	15,848,528	—	15,848,528	Autres	9
4,759,340	3,808,385	79,533,861	13,150,000	92,683,861	Total placements et avances	10
					Immobilisations, radiodiffusion:	
20,774,883	24,901,897	265,863,429	302,927,000	568,790,429	Terrains, installations et matériel	11
12,753,196	13,627,114	143,054,816	128,921,000	271,975,816	Amortissement accumulé	12
8,021,687	11,274,783	122,808,613	174,006,000	296,814,613	Immobilisations nettes, radiodiffusion	13
203,029	3,452,720	8,653,832	—	8,653,832	Immobilisations nettes, non de radiodiffusion	14
450,350	1,478,395	35,062,461	—	35,062,461	Immobilisations incorporelles	15
1,452,017	1,777,027	14,250,820	—	14,250,820	Autres éléments d'actif	16
10,127,083	17,982,925	180,775,726	174,006,000	354,781,726	Total, immobilisations et autres éléments d'actif ...	17
14,886,423	21,791,310	260,309,587	187,156,000	447,465,587	Total, actif non disponible	18
25,951,663	31,598,746	401,467,543	244,432,000	645,899,543	Total, actif	19
					<u>PASSIF</u>	
					Exigibilités:	
893,193	1,708,379	16,901,404	—	16,901,404	Emprunts bancaires	20
51,846	39,572	3,878,281	—	3,878,281	Autres emprunts	21
2,636,515	3,365,696	37,744,298	18,296,000	56,040,298	Comptes à payer et passif couru	22
775,509	887,475	7,840,527	—	7,840,527	Impôts sur le revenu à payer	23
127,100	317	1,937,108	—	1,937,108	Dividendes à verser	24
0	14,216	409,277	—	409,277	Revenu différé	25
856,338	658,101	6,200,465	—	6,200,465	Partie exigible de la dette à long terme	26
346,659	528,907	21,492,120	—	21,492,120	Autres	27
5,687,160	7,202,663	96,403,480	18,296,000	114,699,480	Total, exigibilités	28
					Passif non exigible:	
					Dette à long terme:	
2,760,208	6,353,688	44,025,030	—	44,025,030	Billets	29
241,800	1,053,710	24,876,305	—	24,876,305	Hypothèques et obligations garanties	30
14,820	1,411,858	37,669,001	—	37,669,001	Obligations non garanties	31
856,338	658,101	6,200,465	—	6,200,465	Moins la partie exigible	32
2,160,490	8,161,155	100,369,871	—	100,369,871	Total, dette à long terme	33
621,695	648,766	9,936,734	—	9,936,734	Impôt sur le revenu différés	34
2,508,719	1,762,928	20,611,898	—	20,611,898	Autres éléments de passif	35
5,290,904	10,572,849	130,918,503	—	130,918,503	Total, passif non exigible	36
10,978,064	17,775,512	227,321,983	18,296,000	245,617,983	Total, passif	37
					Avoir des actionnaires:	
					Capital-actions émis:	
321,600	1,160,430	13,051,160	—	13,051,160	Actions privilégiées	38
1,148,629	5,791,219	66,823,257	226,136,000(1)	292,959,257	Actions ordinaires	39
13,123,103	6,609,286	86,115,616	—	86,115,616	Bénéfices non répartis (déficit accumulé) à la fin de la période	40
380,267	262,299	8,155,527	—	8,155,527	Autres surplus	41
14,973,599	13,823,234	174,145,560	226,136,000	400,281,560	Total, avoir des actionnaires	42
25,951,663	31,598,746	401,467,543	244,432,000	645,899,543	Total, passif et avoir des actionnaires	43

(1) Cette somme représente l'avoir propre du gouvernement du Canada à Radio-Canada.

TABLE 4. Revenue, Expenses and Employees of Privately Owned RADIO Broadcasting Industry, by Area, 1974

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du- Prince-Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
1	Reporting units	10	12	9	62	84
				dollars		
	Operating revenue:					
	Revenue from sale of air time:					
2	Local time sales	3,464,128	4,508,153	3,482,297	25,508,855	46,087,373
3	National time sales	596,181	1,302,761	820,161	11,800,507	23,197,361
4	Network time sales	281,162	2,250	1,146	42,476	16,910
5	Total revenue from sale of air time	4,341,471	5,813,164	4,303,604	37,351,838	69,301,644
	Production and other revenue:					
6	Syndication revenue	—	—	—	76,677	23,489
7	Production revenue	— 776	3,106	4,142	328,573	260,763
8	Other revenue	10,731	52,728	7,549	260,133	423,976
9	Total production and other revenue	9,955	55,834	11,691	665,383	708,228
10	Total operating revenue	4,351,426	5,868,998	4,315,295	38,017,221	70,009,872
	Departmental expenses:					
11	Program	1,573,401	1,531,927	1,227,434	10,647,742	18,058,685
12	Technical	288,151	330,463	257,402	1,650,308	2,819,022
13	Sales and promotion	643,421	1,132,784	771,570	8,147,236	14,965,413
14	Administration and general	1,365,969	1,999,423	1,180,331	11,357,785	17,632,608
15	Sub-total, departmental expenses	3,870,942	4,994,597	3,436,737	31,803,071	53,475,728
16	Depreciation	185,225	158,919	263,064	1,199,530	2,123,305
17	Interest expense	33,397	63,702	103,230	668,455	1,976,031
18	Other adjustments	17,834	62,246	107,233	327,725	315,249
19	Net profit (loss) before income taxes	279,696	714,026	619,497	4,673,890	12,750,057
20	Provision for income taxes	118,532	239,593	195,531	2,202,083	6,150,487
21	Net profit (loss) after income taxes	161,164	474,433	423,966	2,471,807	6,599,570
22	Salaries and benefits included in expenses	2,329,538	2,988,790	2,213,375	16,073,913	28,399,472
23	Average number of employees	238	302	197	1,572	2,532

TABLEAU 4. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1974

Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		N ^o
11	16	26	53	283	Unités déclarantes	1
dollars						
5,392,852	5,758,722	12,951,646	20,321,573	127,475,599	Recettes d'exploitation:	
2,225,883	1,756,627	4,393,906	5,833,779	51,927,166	Recettes de la vente de temps d'antenne:	
948	—	72,242	11,707	428,841	Ventes de temps d'antenne (local)	2
					Ventes de temps d'antenne (national)	3
					Ventes de temps d'antenne (réseau)	4
7,619,683	7,515,349	17,417,794	26,167,059	179,831,606	Total, recettes de la vente de temps d'antenne.	5
60,264	—	2,907	—	163,337	Recettes de production et autres recettes:	
6,205	63,181	251,279	286,522	1,202,995	Ventes de droits de diffusion	6
62,013	46,616	162,131	260,250	1,286,127	Recettes de production	7
					Autres recettes	8
128,482	109,797	416,317	546,772	2,652,459	Total recettes de production et autres recettes.	9
7,748,165	7,625,146	17,834,111	26,713,831	182,484,065	Total, recettes d'exploitation	10
1,999,862	2,198,562	4,441,602	8,057,888	49,737,103	Dépenses internes:	
372,941	344,006	596,794	1,181,616	7,840,703	Émissions	11
1,643,411	1,477,601	3,700,692	5,700,224	38,182,352	Services techniques	12
1,953,435	1,946,949	4,792,847	7,473,815	49,703,162	Ventes et promotion	13
					Administration et frais généraux	14
5,969,649	5,967,118	13,531,935	22,413,543	145,463,320	Total partiel, dépenses internes	15
265,187	214,960	513,045	959,863	5,883,098	Amortissement	16
76,419	107,226	233,646	665,374	3,927,480	Intérêts versés	17
53,645	84,035	37,279	170,871	1,176,117	Autres redressements	18
1,490,555	1,419,877	3,592,764	2,845,922	28,386,284	Bénéfice net (perte) avant impôts	19
613,907	608,583	1,736,851	1,333,058	13,198,625	Provision pour impôts	20
876,648	811,294	1,855,913	1,512,864	15,187,659	Bénéfice net (perte) après impôts	21
3,436,215	3,470,099	7,842,268	12,682,850	79,436,520	Rémunération et avantages sociaux compris dans les dépenses.	22
353	372	662	1,068	7,296	Effectifs moyens	23

TABLE 5. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Area, 1974

No.		Atlantic Provinces — Provinces de l'Atlantique	Québec	Ontario
1	Reporting units	8	13	19
	Operating revenue:			
	Revenue from sales of air time:			
2	Local time sales	4,686,929	16,952,100	12,446,377
3	National time sales	4,078,658	24,734,945	47,471,520
4	Network time sales	2,712,061	5,740,461	13,141,815
5	Total revenue from sale of air time	11,477,648	47,427,506	73,059,712
	Production and other revenue:			
6	Syndication revenue	—	68,900	77,389
7	Production revenue	351,195	3,278,613	6,879,259
8	Other revenue	178,074	330,912	1,127,528
9	Total production and other revenue	529,269	3,678,425	8,084,176
10	Total operating revenue	12,006,917	51,105,931	81,143,888
	Departmental expenses:			
11	Program	4,401,370	17,842,537	48,255,916
12	Technical	1,476,063	5,532,040	6,729,429
13	Sales and promotion	1,258,685	4,142,290	9,317,719
14	Administration and general	2,234,539	9,437,514	14,918,460
15	Sub-total departmental expenses	9,370,657	36,954,381	79,221,524
16	Depreciation	700,812	2,134,156	4,484,804
17	Interest expense	254,019	1,520,631	2,108,803
18	Other adjustments	77,373	1,725,699	3,682,119
19	Net profit (loss) before income taxes	1,758,802	12,222,462	— 989,124
20	Provision for income taxes	835,148	4,687,527	6,986,069
21	Net profit (loss) after taxes	923,654	7,534,935	— 7,975,193
22	Salaries and benefits included in expenses	3,828,340	16,705,977	25,511,996
23	Average number of employees	368	1,361	2,026

TABLEAU 5. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par région, 1974

Manitoba and/et Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		N ^o
9	8	8	65	Unités déclarantes	1
				Recettes d'exploitation:	
				Recettes de la vente de temps d'antenne:	
5,572,441	7,827,929	3,880,207	51,365,983	Ventes de temps d'antenne (local)	2
5,151,100	6,781,763	7,402,781	95,620,767	Ventes de temps d'antenne (national)	3
3,281,280	4,644,404	2,944,887	32,464,908	Ventes de temps d'antenne (réseau)	4
14,004,821	19,254,096	14,227,875	179,451,658	Total, recettes de la vente de temps d'antenne	5
				Recettes de production et autres recettes:	
—	5,025	—	151,314	Ventes de droits de diffusion	6
389,534	619,131	45,793	11,563,525	Recettes de production	7
216,265	284,529	668,057	2,805,365	Autres recettes	8
605,799	908,685	713,850	14,520,204	Total, recettes de production et autres recettes.	9
14,610,620	20,162,781	14,941,725	193,971,862	Total, recettes d'exploitation	10
				Dépenses internes:	
5,717,638	7,326,850	5,746,512	89,290,823	Émissions	11
1,267,187	1,652,778	1,247,509	17,905,006	Services techniques	12
1,535,652	2,050,956	1,464,797	19,770,099	Ventes et promotion	13
2,463,577	2,838,151	2,338,879	34,231,120	Administration et frais généraux	14
10,984,054	13,868,735	10,797,697	161,197,048	Total partiel, dépenses internes	15
904,535	896,096	765,153	9,885,556	Amortissement	16
228,207	31,885	251,666	4,395,211	Intérêts versés	17
— 101,474	308,634	95,988	5,788,339	Autres redressements	18
2,392,350	5,674,699	3,223,197	24,282,386	Bénéfice net (perte) avant impôts	19
1,256,303	2,692,981	1,613,093	18,071,121	Provision pour impôts	20
1,136,047	2,981,718	1,610,104	6,211,265	Bénéfice net (perte) après impôts	21
4,851,582	5,575,933	4,002,427	60,476,255	Rémunération et avantages sociaux compris dans les dépenses.	22
403	480	381	5,019	Effectifs moyens	23

TABLE 6. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1974

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
1	Reporting units	28	28	29	28	29
	Operating revenue:					
	Revenue from sale of air time:					
2	Local time sales	44,635,747	22,312,224	15,262,237	12,337,785	10,355,487
3	National time sales	29,904,631	8,240,861	4,454,920	2,758,806	2,036,561
4	Network time sales	274	184,120	21,873	13,572	78,103
5	Total revenue from air time	74,540,652	30,737,205	19,739,030	15,110,163	12,470,151
	Production and other revenue:					
6	Syndication revenue	75,201	60,264	23,489	—	2,907
7	Production revenue	473,244	383,600	51,951	71,794	63,217
8	Other revenue	387,596	161,125	290,484	87,562	105,860
9	Total production/other revenue	936,041	604,989	365,924	159,356	171,984
10	Total operating revenue	75,476,693	31,342,194	20,104,954	15,269,519	12,642,135
	Departmental expenses:					
11	Program	18,522,937	8,664,735	5,956,775	4,483,703	3,733,469
12	Technical	2,041,101	1,352,450	1,010,897	816,381	759,428
13	Sales and promotion	16,526,442	6,993,632	4,232,532	3,136,070	2,505,182
14	Administration and general	17,378,268	7,751,339	5,966,908	4,568,595	4,211,133
15	Sub-total departmental expenses	54,468,748	24,762,156	17,167,112	13,004,749	11,209,212
16	Depreciation	1,592,227	1,255,504	633,377	597,924	437,846
17	Interest expense	2,138,967	331,746	321,216	310,458	254,264
18	Other adjustments	383,473	172,616	170,812	219,123	68,699
19	Net profit before income tax	17,660,224	5,165,404	2,154,061	1,575,511	809,512
20	Provision for income taxes	8,724,355	2,488,272	628,738	492,863	323,861
21	Net profit after income taxes	8,935,869	2,677,132	1,525,323	1,082,648	485,651
22	Salaries and benefits included in expenses.	26,745,175	13,566,018	10,224,100	7,553,172	6,725,274
23	Average number of employees	1,859	1,167	948	811	708

TABLEAU 6. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par tranche de recettes, 1974

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
28	28	29	28	28	283	Unités déclarantes	1
						Recettes d'exploitation:	
						Recettes de la vente de temps d'antenne:	
7,544,829	5,987,694	4,818,352	2,983,764	1,237,480	127,475,599	Ventes de temps d'antenne (local)	2
1,549,415	1,331,603	970,147	465,474	214,748	51,927,166	Ventes de temps d'antenne (national) ..	3
13,935	3,350	6,679	101,889	5,046	428,841	Ventes de temps d'antenne (réseau)	4
9,108,179	7,322,647	5,795,178	3,551,127	1,457,274	179,831,606	Total recettes de la vente de temps d'antenne.	5
						Recettes de production et autres recettes:	
—	1,476	—	—	—	163,337	Ventes de droits de diffusion	6
42,155	65,982	33,998	7,867	9,187	1,202,995	Recettes de production	7
55,701	83,870	6,839	88,175	18,915	1,286,127	Autres recettes	8
97,856	151,328	40,837	96,042	28,102	2,652,459	Total recettes de production et autres recettes.	9
9,206,035	7,473,975	5,836,015	3,647,169	1,485,376	182,484,065	Total recettes d'exploitation	10
						Dépenses internes:	
2,539,613	2,382,897	1,786,423	1,245,029	421,522	49,737,103	Emissions	11
606,260	477,598	343,154	309,959	123,475	7,840,703	Services techniques	12
1,608,995	1,358,668	1,021,887	587,579	211,365	38,182,352	Ventes et promotion	13
3,048,229	2,664,021	1,951,320	1,469,006	694,343	49,703,162	Administration et frais généraux	14
7,803,097	6,883,184	5,102,784	3,611,573	1,450,705	145,463,320	Total partiel, dépenses internes	15
412,602	329,855	307,059	197,597	119,107	5,883,098	Amortissement	16
167,663	152,265	141,957	71,413	37,531	3,927,480	Intérêts versés	17
103,242	77,520	— 23,208	— 2,666	6,506	1,176,117	Autres redressements	18
925,915	186,191	261,007	— 236,080	— 115,461	28,386,284	Bénéfice net (perte) avant impôts	19
279,869	174,748	160,659	— 51,919	— 22,821	13,198,625	Provision pour impôts	20
646,046	11,443	100,348	— 184,161	— 92,640	15,187,659	Bénéfice net (perte) après impôts	21
4,490,295	4,219,516	2,996,270	2,120,364	796,336	79,436,520	Rémunération et avantages sociaux compris dans les dépenses.	22
527	480	394	307	95	7,296	Effectifs moyens	23

TABLE 7. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1974

No.		Group 1 — Groupe 1	Group 2 — Groupe 2
1	Reporting units	16	17
	Operating revenue:		
	Revenue from sale of air time:		
2	Local time sales	28,886,452	10,564,862
3	National time sales	73,728,673	13,314,798
4	Network time sales	16,221,408	12,789,641
5	Total revenue from sale of air time	118,836,533	36,669,301
	Production and other revenue:		
6	Syndication revenue	40,548	15,140
7	Production revenue	10,433,925	673,421
8	Other revenue	758,593	1,233,050
9	Total production/other revenue	11,233,066	1,921,611
10	Total operating revenue	130,069,599	38,590,912
	Departmental expenses:		
11	Program	51,619,333	30,509,649
12	Technical	10,933,701	4,145,215
13	Sales and promotion	11,368,669	5,288,201
14	Administration and general	19,512,173	8,098,687
15	Sub-total departmental expense	93,433,876	48,041,752
16	Depreciation	5,502,980	2,463,142
17	Interest expense	2,926,515	1,156,093
18	Other adjustments	2,917,455	2,565,451
19	Net profit before income tax	31,123,683	- 10,504,624
20	Provision for income taxes	14,518,056	1,843,526
21	Net profit after income taxes	16,605,627	- 12,348,150
22	Salaries and benefits included in expenses	37,111,521	13,122,859
23	Average number of employees	2,787	1,184

TABLEAU 7. Recettes, dépenses et effectifs de l'industrie et de la TÉLÉVISION privée, par tranche de recettes, 1974

Group 3 — Groupe 3	Group 4 — Groupe 4	Total		N°
16	16	65	Unités déclarantes	1
			Recettes d'exploitation:	
			Recettes de la vente de temps d'antenne:	
8,481,094	3,433,575	51,365,983	Ventes de temps d'antenne (local)	2
6,495,973	2,081,323	95,620,767	Ventes de temps d'antenne (national) ..	3
2,330,218	1,123,641	32,464,908	Ventes de temps d'antenne (réseau)	4
17,307,285	6,638,539	179,451,658	Total recettes de la vente de temps d'antenne.	5
			Recettes de production et autres recettes:	
86,478	9,148	151,314	Ventes de droits de diffusion	6
402,649	53,530	11,563,525	Recettes de production	7
581,789	231,933	2,805,365	Autres recettes	8
1,070,916	294,611	14,520,204	Total recettes de production et autres recettes	9
18,378,201	6,933,150	193,971,862	Total recettes d'exploitation	10
			Dépenses internes:	
5,129,953	2,031,888	89,290,823	Émissions	11
1,806,645	1,019,445	17,905,006	Services techniques	12
2,345,082	768,147	19,770,099	Ventes et promotion	13
4,428,577	2,191,683	34,231,120	Administration et frais généraux	14
13,710,257	6,011,163	161,197,048	Total partiel, dépenses internes	15
1,353,871	565,563	9,885,556	Amortissement	16
163,228	149,375	4,395,211	Intérêts versés	17
98,899	206,534	5,788,339	Autres redressements	18
3,249,744	413,583	24,282,386	Bénéfice net (perte) avant impôts	19
1,585,804	123,735	18,071,121	Provision pour impôts	20
1,663,940	289,848	6,211,265	Bénéfice net (perte) après impôts	21
7,187,899	3,053,976	60,476,255	Rémunération et avantages sociaux compris dans les dépenses.	22
690	358	5,019	Effectifs moyens	23

TABLE 8. Income Statement for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1974

TABLEAU 8. État des revenus de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1974

	Radio	Television — Télévision	Total
	dollars		
Operating profit (loss) before under noted items — Bénéfice d'exploitation (perte) avant les postes suivants	37,020,745	32,774,814	69,795,559
Depreciation (recorded in accounts) — Amortissement (comptabilisé)	5,883,098	9,885,556	15,768,654
Interest expense — Intérêts versés	3,927,480	4,395,211	8,322,691
Other adjustments — Autres redressements	1,176,117	5,788,339	6,964,456
Net profit (loss) before tax — Bénéfice et (perte) avant impôts	28,386,284	24,282,386	52,668,670
Provision for income taxes — Provision pour impôts sur le revenu	13,198,625	18,071,121	31,269,746
Net profit after income taxes to August 31 — Bénéfice net après impôts au 31 août	15,187,659	6,211,265	21,398,924

TABLE 9. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1974

TABLEAU 9. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1974

	Dollars
Source of funds — Provenance des fonds:	
Operations — Exploitation:	
Net profit from broadcast operations after tax — Bénéfice net provenant de l'exploitation des entreprises de radiodiffusion, après impôts	21,398,924
Net profit from non-broadcast operations after tax — Bénéfice net provenant d'activités autres que la radiodiffusion après impôts	4,778,989
Expenses not requiring outlay of funds — Dépenses ne nécessitant pas de mise de fonds:	
Depreciation and amortization (recorded in accounts) — Dépréciation et amortissement (comptabilisé)	17,112,310
Deferred income taxes — Impôts sur le revenu différés	1,618,820
Funds provided from operations — Total — Ensemble des fonds provenant de l'exploitation	44,909,043
Other — Autres:	
Increase in long term debt — Augmentation de la dette à long terme	37,103,453
Proceeds from sale of share capital — Produit de la vente du capital-actions	6,822,845
Decrease in fixed assets — Diminution des immobilisations:	
(a) Broadcast only — Activités de radiodiffusion seulement	1,273,324
(b) Non-broadcasting — Autres que la radiodiffusion	592,707
Decrease in investments and advances — Diminution des placements et des avances	12,894,421
Other sources of funds provided — Autres sources de fonds fournis	20,206,735
Other funds provided — Total — Ensemble des autres fonds fournis	78,893,485
Funds provided — Total — Fonds fournis	123,802,528
Application of funds — Utilisation des fonds:	
Additions to fixed assets — Additions aux immobilisations:	
(a) Broadcast only — Activités de radiodiffusion seulement	41,072,854
(b) Non-broadcasting — Autres que la radiodiffusion	2,751,191
Additions to investments and advances — Accroissement des placements et des avances	25,777,533
Deferred expenditures — Dépenses différées	401,445
Dividends declared — Dividendes déclarés:	
(a) Common shares — Actions ordinaires	22,946,534
(b) Preferred shares — Actions privilégiées	351,922
Reduction of long term debt — Diminution de la dette à long terme	18,602,658
Redemption of shares — Rachat d'actions	1,275,994
Other application of funds — Autres utilisations des fonds	13,689,432
Funds used — Total — Fonds utilisés	126,869,563
Increase in working capital — Augmentation du fonds de roulement	— 3,067,035
Working capital at beginning of year — Fonds de roulement au début de l'année	47,821,511
Working capital at August 31 — Fonds de roulement au 31 août	44,754,476

TABLE 10. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1974

TABLEAU 10. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1974

Fixed asset classification — Classification des immobilisations	Private stations — Stations privées		
	Radio stations — Stations de radio	Television stations — Stations de télévision	
	dollars		
Land — Terrains	6,530,410	3,204,605	
Land improvements and buildings — Améliorations foncières et bâtiments	14,960,344	25,121,712	
Tower and antenna system — Installations de pylônes et d'antennes	9,919,568	17,836,721	
Transmitter equipment — Matériel émetteur	28,538,006	23,991,205	
Studio and technical equipment — Matériel technique de studio ...	23,202,176	72,452,333	
Mobile equipment — Cars de reportage	627,284	2,557,539	
Automobiles and trucks — Voitures et camions	1,837,409	947,647	
Furniture and fixtures — Meubles et articles d'ameublement	6,869,838	5,372,846	
Other property, plant and equipment — Autres immobilisations corporelles	1,500,446	11,731,382	
Leasehold improvements — Améliorations locatives	5,172,384	3,489,574	
 Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	 99,157,865	 166,705,564	
 Accumulated depreciation — Amortissement accumulé	 53,359,446	 89,695,370	
 Property, plant and equipment net of accumulated depreciation at August 31, 1974 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1974	 45,798,419	 77,010,194	
	Radio and television stations — Stations de radio et de télévision		
	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars		
Land — Terrains	9,735,015	10,019,000	19,754,015
Land improvements and buildings — Améliorations foncières et bâtiments	40,082,056	109,408,000	149,490,056
Tower and antenna system — Installations de pylônes et d'antennes	27,756,289	169,802,000	27,756,289
Transmitter equipment — Matériel émetteur	52,529,211		222,331,211
Studio and technical equipment — Matériel technique de studio ...	95,654,509		95,654,509
Mobile equipment — Cars de reportage	3,184,823	3,029,000	3,184,823
Automobiles and trucks — Voitures et camions	2,785,056		5,814,056
Furniture and fixtures — Meubles et articles d'ameublement	12,242,684		22,911,684
Other property, plant and equipment — Autres immobilisations corporelles	13,231,828	—	13,231,828
Leasehold improvements — Améliorations locatives	8,661,958	—	8,661,958
 Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	 265,863,429	 302,927,000	 568,790,429
 Accumulated depreciation — Amortissement accumulé	 143,054,816	 128,921,000	 271,975,816
 Property, plant and equipment net of accumulated depreciation at August 31, 1974 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1974	 122,808,613	 174,006,000	 296,814,613

TABLE 11A. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry by Revenue Group, 1974
(Historical Cost)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	2,464,400	1,297,110	553,484	568,914	428,872
2	Land improvements and buildings	3,297,363	2,314,769	1,720,685	2,039,835	1,607,825
3	Tower and antenna system	2,563,637	1,224,607	1,321,652	1,404,538	683,248
4	Transmitter equipment	8,097,663	4,271,458	2,975,821	3,505,862	2,140,643
5	Studio and technical equipment	5,817,378	4,636,281	2,900,697	2,391,478	2,235,851
6	Mobile equipment	227,208	116,747	79,900	32,408	48,537
7	Automobiles and truck	431,133	393,040	248,339	187,643	151,117
8	Furniture and fixtures	2,209,778	1,119,661	851,717	706,250	621,775
9	Other property, plant and equipment	821,712	90,241	87,420	69,745	110,882
10	Leasehold improvements	2,402,955	937,675	459,933	389,026	236,916
11	Total property, plant and equipment	28,333,227	16,401,589	11,199,648	11,295,699	8,265,666

TABLE 11B. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry by Revenue Group, 1974
(Accumulated Standardized Depreciation)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	—	—	—	—	—
2	Land improvements and buildings	1,460,694	1,107,739	557,411	467,351	675,188
3	Tower and antenna system	1,841,444	726,517	816,485	635,183	409,985
4	Transmitter equipment	5,065,206	2,574,605	1,906,628	2,139,814	1,250,225
5	Studio and technical equipment	3,941,610	2,694,878	1,817,234	1,570,950	1,198,171
6	Mobile equipment	172,913	72,648	60,854	20,727	23,779
7	Automobiles and truck	202,935	199,897	120,011	102,431	83,169
8	Furniture and fixtures	1,422,394	684,531	599,885	466,711	338,327
9	Other property, plant and equipment	674,219	42,274	19,605	36,291	19,248
10	Leasehold improvements	1,368,872	503,737	301,249	270,888	65,653
11	Total property, plant and equipment	16,150,287	8,606,826	6,199,362	5,710,346	4,063,745

TABLE 11C. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry by Revenue Group, 1974
(Depreciated Values)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	2,464,400	1,297,110	553,484	568,914	428,872
2	Land improvements and buildings	1,836,669	1,207,030	1,163,274	1,572,484	932,637
3	Tower and antenna system	722,193	498,090	505,167	769,355	273,263
4	Transmitter equipment	3,032,457	1,696,853	1,069,193	1,366,048	890,418
5	Studio and technical equipment	1,875,768	1,941,403	1,083,463	820,528	1,037,680
6	Mobile equipment	54,295	44,099	19,046	11,681	24,758
7	Automobiles and truck	228,198	193,143	128,328	85,212	67,948
8	Furniture and fixtures	787,384	435,130	251,832	239,539	283,448
9	Other property, plant and equipment	147,493	47,967	67,815	33,454	91,634
10	Leasehold improvements	1,034,083	433,938	158,684	118,138	171,263
11	Total property, plant and equipment	12,182,940	7,794,763	5,000,286	5,585,353	4,201,921

TABLEAU 11A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion, par tranche de recettes, 1974 (coût d'origine)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
dollars							
513,973	389,051	177,993	106,650	29,963	6,530,410	Terrains	1
1,957,534	1,046,420	454,892	379,533	141,488	14,960,344	Améliorations foncières et bâtiments	2
618,492	894,772	516,177	453,935	238,510	9,919,568	Installations de pylones et d'antennes	3
2,361,250	1,896,884	1,934,758	806,963	546,704	28,538,006	Matériel émetteur	4
1,757,560	1,278,190	981,770	829,798	373,173	23,202,176	Matériel technique et de studio	5
12,457	12,910	6,593	90,524	—	627,284	Cars de reportage	6
128,716	143,495	76,620	55,736	21,570	1,837,409	Voitures et camions	7
469,157	447,659	216,490	167,013	60,338	6,869,838	Meubles et articles d'ameublement	8
89,890	5,567	117,695	69,936	37,358	1,500,446	Autres immobilisations corporelles	9
148,126	169,030	229,299	103,119	96,305	5,172,384	Améliorations locatives	10
8,057,155	6,283,978	4,712,287	3,063,207	1,545,409	99,157,865	Total terrains, bâtiments installations et matériel ...	11

TABLEAU 11B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion, par tranche de recettes, 1974 (amortissement normalisé accumulé)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
dollars							
—	—	—	—	—	—	Terrains	1
734,067	581,978	154,329	109,435	29,610	5,877,802	Améliorations foncières et bâtiments	2
416,659	415,137	159,255	333,778	45,253	5,799,696	Installations de pylones et d'antennes	3
1,548,690	1,028,398	967,817	533,630	132,648	17,147,661	Matériel émetteur	4
1,388,110	889,181	653,100	522,107	166,899	14,842,240	Matériel technique et de studio	5
3,792	10,995	3,936	9,106	—	378,750	Cars de reportage	6
68,652	81,181	41,799	25,928	8,347	934,350	Voitures et camions	7
320,641	328,535	127,693	102,144	22,247	4,413,108	Meubles et articles d'ameublement	8
45,980	4,509	114,300	35,831	—	992,257	Autres immobilisations corporelles	9
88,407	60,607	142,881	66,956	15,153	2,884,403	Améliorations locatives	10
4,614,998	3,400,521	2,365,110	1,738,915	420,157	53,270,267	Total terrains, bâtiments installations et matériel ...	11

TABLEAU 11C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion, par tranche de recettes, 1974 (après déduction de l'amortissement accumulé)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
dollars							
513,973	389,051	177,993	106,650	29,963	6,530,410	Terrains	1
1,223,467	464,442	300,563	270,098	111,878	9,082,542	Améliorations foncières et bâtiments	2
201,833	479,635	356,922	120,157	193,257	4,119,872	Installations de pylones et d'antennes	3
812,560	868,486	966,941	273,333	414,056	11,390,345	Matériel émetteur	4
369,450	389,009	328,670	307,691	206,274	8,359,936	Matériel technique et de studio	5
8,665	1,915	2,657	81,418	—	248,534	Cars de reportage	6
60,064	62,314	34,821	29,808	13,223	903,059	Voitures et camions	7
148,516	119,124	88,797	64,869	38,091	2,456,730	Meubles et articles d'ameublement	8
43,910	1,058	3,395	34,105	37,358	508,189	Autres immobilisations corporelles	9
59,719	108,423	86,418	36,163	81,152	2,287,981	Améliorations locatives	10
3,442,157	2,883,457	2,347,177	1,324,292	1,125,252	45,887,598	Total terrains, bâtiments installations et matériel ...	11

TABLE 12A. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry by Revenue Group, 1974
(Historical Cost)

TABLEAU 12A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision, par tranche de recettes, 1974
(coût d'origine)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	2,377,617	498,972	273,502	54,514	3,204,605
Land improvements and buildings - Améliorations foncières et bâtiments	16,866,857	4,376,643	2,964,585	913,627	25,121,712
Tower and antenna system - Installations de pylones et d'antennes	8,752,458	5,919,212	1,722,662	1,442,389	17,836,721
Transmitter equipment - Matériel émetteur	8,422,188	8,072,108	5,134,124	2,362,785	23,991,205
Studio and technical equipment - Matériel technique et de studio	43,607,519	15,117,766	8,944,627	4,782,421	72,452,333
Mobile equipment - Cars de reportage	1,909,742	362,950	137,450	147,397	2,557,539
Automobiles and truck - Voitures et camions	380,866	211,395	242,886	112,500	947,647
Furniture and fixtures - Meubles et articles d'ameublement ..	3,197,676	1,311,308	565,692	298,170	5,372,846
Other property, plant and equipment - Autres immobilisations corporelles	10,277,194	95,076	113,485	1,245,627	11,731,382
Leasehold improvements - Améliorations locatives	1,221,413	1,572,365	210,236	485,560	3,489,574
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	97,013,530	37,537,795	20,309,249	11,844,990	166,705,564

TABLE 12B. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry by Revenue Group, 1974
(Accumulated Standardized Depreciation)

TABLEAU 12B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision, par tranche de recettes, 1974
(amortissement normalisé accumulé)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	—	—	—	—	—
Land improvements and buildings - Améliorations foncières et bâtiments	8,073,480	2,157,536	1,676,878	557,380	12,465,274
Tower and antenna system - Installations de pylones et d'antennes	3,384,492	2,943,660	1,194,753	962,292	8,485,197
Transmitter equipment - Matériel émetteur	4,132,903	3,957,769	3,227,735	1,677,701	12,996,108
Studio and technical equipment - Matériel technique et de studio	28,289,250	6,933,429	5,950,212	2,954,757	44,127,648
Mobile equipment - Cars de reportage	1,285,069	141,815	107,310	705	1,534,899
Automobiles and truck - Voitures et camions	213,085	115,526	144,356	60,271	533,238
Furniture and fixtures - Meubles et articles d'ameublement ..	1,979,230	705,132	385,423	220,927	3,290,712
Other property, plant and equipment - Autres immobilisations corporelles	527,309	27,709	90,279	45,527	690,824
Leasehold improvements - Améliorations locatives	572,302	203,443	176,023	173,189	1,124,957
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	48,457,120	17,186,019	12,952,969	6,652,749	85,248,857

TABLE 12C. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry by Revenue Group, 1974
(Depreciated values)

TABLEAU 12C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision, par tranche de recettes, 1974
(après déduction de l'amortissement accumulé)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	2,377,617	498,972	273,502	54,514	3,204,605
Land improvements and buildings - Améliorations foncières et bâtiments	8,793,377	2,219,107	1,287,707	356,247	12,656,438
Tower and antenna system - Installations de pylones et d'antennes	5,367,966	2,975,552	527,909	480,097	9,351,524
Transmitter equipment - Matériel émetteur	4,289,285	4,114,339	1,906,389	685,084	10,995,097
Studio and technical equipment - Matériel technique et de studio	15,318,269	8,184,337	2,994,415	1,827,664	28,324,685
Mobile equipment - Cars de reportage	624,673	221,135	30,140	146,692	1,022,640
Automobiles and truck - Voitures et camions	167,781	95,869	98,530	52,229	414,409
Furniture and fixtures - Meubles et articles d'ameublement ..	1,218,446	606,176	180,269	77,243	2,082,134
Other property, plant and equipment - Autres immobilisations corporelles	9,749,885	67,367	23,206	1,200,100	11,040,558
Leasehold improvements - Améliorations locatives	649,111	1,368,922	34,213	312,371	2,364,617
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	48,556,410	20,351,776	7,356,280	5,192,241	81,456,707

TABLE 13. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry, by Staff Categories, 1974

TABLEAU 13. Rémunérations et avantages sociaux, et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par catégorie de personnel, 1974

	Total remuneration(1) — Rémunérations totales(1)			Average number of employees — Effectifs moyens		
	Private stations — Stations privées	CBC — Radio- Canada	Total	Private stations — Stations privées	CBC — Radio- Canada	Total
	dollars			number		
Program — Émissions	67,749,519	113,353,000	181,102,519	6,849	7,151	14,000
Technical — Services techniques	14,157,600	6,778,000	20,935,600	1,313	457	1,770
Sales and promotion — Ventes et promotion	29,634,899	7,704,000	37,338,899	1,858	478	2,336
Administration and general — Administration et frais généraux	27,891,964	26,829,000	54,720,964	2,295	1,860	4,155
Directors' fees — Jetons de présence des administrateurs	478,793	106,000	584,793	—	—	—
Total	139,912,775	154,770,000	294,682,775	12,315	9,946	22,261

(1) Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés avant toute déduction.

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1975

Radiodiffusion et télévision

1975

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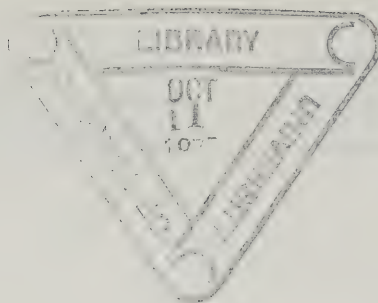
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Le glossaire des termes, qui figure à la fin de cette publication définit les termes qui ont un sens spécial ou technique	33
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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-Television Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year-to-year and related to other forms of communication. Data are compiled on the broadcasting year from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some tables in 1974 and this publication differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the second year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radio-télévision canadienne (C.R.T.C.), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année par les titulaires d'une licence du C.R.T.C.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le C.R.T.C., afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans la publication de 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (R.C.). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la deuxième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, page 20 according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

For 1974 and 1975, Reporting Units in radio broadcasting were divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du C.R.T.C., à Ottawa. La déclaration annuelle communale répond aux besoins du C.R.T.C., du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, page 20, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

En 1974 et 1975, les unités déclarantes de radiodiffusion étaient réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1974 and 1975.

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1974 et 1975.

<u>Radio</u>	
<u>1974</u>	<u>1975(1)</u>
<u>Total Operating Revenues</u>	
<u>Group</u>	<u>Group</u>
1. \$1.5 million and over	1. \$1.7 million and over
2. \$850,000 to \$1.5 million	2. \$1 million to \$1.7 million
3. \$600,000 to \$850,000	3. \$700,000 to \$1 million
4. \$495,000 to \$600,000	4. \$580,000 to \$700,000
5. \$370,000 to \$495,000	5. \$434,000 to \$580,000
6. \$293,000 to \$370,000	6. \$349,000 to \$434,000
7. \$232,000 to \$293,000	7. \$273,000 to \$349,000
8. \$166,000 to \$232,000	8. \$184,000 to \$273,000
9. \$ 90,000 to \$166,000	9. \$107,000 to \$184,000
10. under \$90,000	10. under \$107,000

<u>Radio</u>	
<u>1974</u>	<u>1975(1)</u>
<u>Recettes totales d'exploitation</u>	
<u>Groupe</u>	<u>Groupe</u>
1. \$1.5 million et plus	1. \$1.7 million et plus
2. \$850,000 à \$1.5 million	2. \$1 million à \$1.7 million
3. \$600,000 à \$850,000	3. \$700,000 à \$1 million
4. \$495,000 à \$600,000	4. \$580,000 à \$700,000
5. \$370,000 à \$495,000	5. \$434,000 à \$580,000
6. \$293,000 à \$370,000	6. \$349,000 à \$434,000
7. \$232,000 à \$293,000	7. \$273,000 à \$349,000
8. \$166,000 à \$232,000	8. \$184,000 à \$273,000
9. \$ 90,000 à \$166,000	9. \$107,000 à \$184,000
10. moins de \$90,000	10. moins de \$107,000

<u>Television</u>	
<u>1974</u>	<u>1975(2)</u>
<u>Total Operating Revenues</u>	
<u>Group</u>	<u>Group</u>
1. \$3.0 million and over	1. \$4.5 million and over
2. \$1.5 million to \$3.0 million	2. \$1.8 million to \$4.5 million
3. \$800,000 to \$1.5 million	3. \$1.0 million to \$1.8 million
4. under \$800,000	4. under \$1 million

<u>Télévision</u>	
<u>1974</u>	<u>1975(2)</u>
<u>Recettes totales d'exploitation</u>	
<u>Groupe</u>	<u>Groupe</u>
1. \$3.0 millions et plus	1. \$4.5 millions et plus
2. \$1.5 million à \$3.0 million	2. \$1.8 million à \$4.5 millions
3. \$800,000 à \$1.5 millions	3. \$1.0 million à \$1.8 million
4. moins de \$800,000	4. moins de \$1 million

(1) See Table 6, page 22.

(2) See Table 7, page 24.

(1) Voir tableau 6, page 22.

(2) Voir tableau 7, page 24.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

Canadian Broadcasting Corporation

Financial data of CBC, a crown corporation, are separated in this publication from the data of other parts of broadcasting. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March. Additionally, the calculation of the parliamentary grant replaces depreciation and amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets.

Although annual depreciation allowances were made and are shown in this publication, during the period under review principal and interest payments were not made on outstanding capital loans to the Corporation by Parliament.

Payment of principal and interest on loans due after March 31, 1974 has been deferred until March 31, 1979 in accordance with orders in Council. P.C. 1974-633, P.C. 1974-704 and P.C. 1974-856. Interest of \$14,053,194 for the year ended March 31, 1975 has not been recorded in the accounts (1974-75 Annual Report - Canadian Broadcasting Corporation).

C.T.V. Television Network Limited

Le réseau C.T.V. est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de C.T.V. crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

À partir de 1973, les recettes et les dépenses de C.T.V. sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de C.T.V. est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de C.T.V. et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars. De plus, le calcul de ces crédits remplace l'amortissement des immobilisations par un montant nécessaire au remboursement des prêts consentis à cette corporation par le gouvernement du Canada pour le financement de nouvelles immobilisations.

Bien que des provisions annuelles pour amortissement aient été faites et figurent dans cette publication, aucun versement de principal et d'intérêts n'a été fait au titre des prêts consentis à la société par l'État.

Les versements de principal et d'intérêts au titre des prêts venant à échéance après le 31 mars 1974 ont été différés jusqu'au 31 mars 1979 en vertu des décrets CP 1974-633, CP 1974-704 et CP 1974-856. Les intérêts pour l'année, soit \$14,053,194 ne figurent pas dans les comptes (Rapport annuel 1974-75 - Société Radio-Canada).

Canadian Broadcasting Corporation
Operating Revenues

Radio Canada
Recettes d'exploitation

	Radio	Television — Télévision	Total
	thousands of dollars — milliers de dollars		
Local time sales — Ventes de temps d'antenne (local) ...	919	6,177	7,096
National time sales — Ventes de temps d'antenne (national)	750	19,131	19,881
Network time sales — Ventes de temps d'antenne (réseau)	344	25,527	25,871
Syndication and production — Droits de diffusion et services de production	—	196	196
Other — Autres	1	10,907	10,908
Total	2,014	61,938	63,952

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Analysis

Global Communications Limited although not in a profitable position for the period under review took significant steps to reduce the size of its operating deficit recorded in the first year of operation. This contributed to restoring a positive cash flow in the broadcasting industry reversing the situation recorded in the previous year.

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1975 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates but not as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Analyse

Bien qu'il n'ait pas réalisé de bénéfices ces pour la période à l'étude, le réseau Global Communications Limited a pris d'importantes mesures en vue de réduire le déficit d'exploitation enregistré au cours de sa première année d'existence. Ces mesures ont contribué à restituer un signe positif aux mouvements de trésorerie de l'industrie de la radiodiffusion, qui avaient été négatifs l'année précédente.

Le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1975; il ne tient pas compte de Radio-Canada. Le réseau C.T.V. est compté comme entreprise commerciale et unité déclarante avec ses principale stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas inclus dans le compte des stations de télévision.

Classification of Survey Universe
Classification de l'univers de l'enquête

	Radio	Television — Télévision
Business organizations — Entreprises commerciales	232	58
Reporting units — Unités déclarantes	282	65
Stations	392	59(1)

(1) Originating stations. — Stations émettrices.

Excluding CBC, the following table shows the number of radio stations included in the 1975 survey and their relation to the reporting units.

Le tableau suivant indique le nombre de stations de radio prises en compte dans l'enquête de 1975 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

Radio

	Reporting units — Unités déclarantes	Stations
Single stations — Stations uniques	206	206
AM/FM combinations — Ensemble A.M. et F.M.	48	96
Other combinations of radio stations — Autres ensembles de stations de radiodiffusion	28	90
Total	282	392

Radio and Television Broadcasting operating revenues increased from the previous year by 16.0%. Revenue from the sale of air time was \$473.3 million in 1975 compared to \$408.0 million in 1974. Total Revenue in 1975 was \$505.8 million compared to \$426.5 million in 1974 an increase of 18.6%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 16.0 % celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$473.3 millions en 1975 contre \$408.0 millions en 1974; les recettes totales en 1975 s'établissaient à \$505.8 millions et ont dépassé de 18.6 % les \$426.5 millions enregistrés en 1974.

Revenue from Sale of Air Time by Source and Sector

Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television — Télévision	Total	Per cent — Pourcentage
thousands of dollars — milliers de dollars				
Private stations — Stations privées	205,665	214,796	420,461	88.8
CBC — Radio-Canada	2,013	50,835	52,848	11.2
Total	207,678	265,631	473,309	100.0
Per cent — Pourcentage	43.9	56.1	100.0	

Radio revenue from sale of air time increased 13.6% to \$207.7 million in 1975 from \$182.8 million in 1974. Television revenue from air time sales increased 18.0% to \$265.6 million in 1975 from \$225.2 million in 1974.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$182.8 millions en 1974 à \$207.7 millions en 1975 une augmentation de 13.6 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 18.0 %, passant de \$225.2 millions en 1974 à \$265.6 millions en 1975.

Air Time Sales by Type of Advertising and Source

Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television — Télévision			
	Private — Privée	CBC — Radio- Canada	Total	Per cent — Pour- centage	Private — Privée	CBC — Radio- Canada	Total	Per cent — Pour- centage
	thousands of dollars — milliers de dollars							
Local	147,334	919	148,253	71.4	63,285	6,177	69,462	26.2
National	57,860	750	58,610	28.2	114,560	19,131	133,691	50.3
Network — Réseau	472	344	816	.4	36,951	25,527	62,478	23.5
Total	205,666	2,013	207,679	100.0	214,796	50,835	265,631	100.0
Per cent — Pourcentage	99.0	1.0	100.0		80.9	19.1	100.0	

Note: Slight discrepancies in tables are due to rounding. — Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Air Time Sales by Type of Advertising

Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television — Télévision	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars			
Local	148,253	69,462	217,715	46.0
National	58,610	133,691	192,301	40.6
Network — Réseau	816	62,478	63,294	13.4
Total	207,679	265,631	473,310	100.0

Local time sales increased from \$185.3 million in 1974 to \$217.7 million in 1975 or 17.5%. National time sales increased from

Les ventes de temps d'antenne à l'échelle locale sont passées de \$185.3 millions en 1974 à \$217.7 millions en 1975, ce qui représente une

\$165.9 million in 1974 to \$192.3 million in 1975 or 15.9% while network time sales increased 11.4% from \$56.8 million in 1974 to \$63.3 million in 1975.

Operating expenses in the industry totalled \$665.8 million in 1975 compared to \$585.7 million in 1974 an increase of 13.7%. Depreciation was \$37.0 million in 1975 compared to \$35.0 million in 1974 an increase of 5.7%. Interest expense was \$9.4 million compared to \$15.0 million in 1974; a decrease of 37.3% due principally to CBC which recorded no interest payments during the period. The net cost of CBC operations increased 5.8% to \$268.1 million in 1975 from \$253.3 million in 1974. In private broadcasting, additions to income from other operations were \$7.2 million in 1975, compared to \$7.0 million in 1974. The net profit before tax in 1975 was \$70.6 million compared to \$52.7 million in 1974, an increase of 34.0%. Provision for income tax amounted to \$36.4 million in 1975 compared to \$31.3 million in 1974. The net profit from operations after provision for income tax was \$34.2 million compared to \$21.4 million in 1974 an increase of 59.8%.

In 1975 there were, on average, 23,497 employees directly employed in broadcasting compared to 22,261 in 1974 an increase of 1,236 employees. Salaries, wages, director's fees and fringe benefits paid were \$346.7 million in 1975 compared to \$294.7 million in 1974 an increase of \$52.0 million.

hausse de 17.5 % pendant que les ventes au niveau national passaient de \$165.9 millions en 1974 à \$192.3 millions en 1975(+ 15.9 %) et que les ventes à l'échelle du réseau, qui étaient de \$56.8 millions en 1974 atteignaient \$63.3 millions en 1975 (+ 11.4 %).

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$665.8 millions en 1975 en comparaison de \$585.7 millions en 1974, ce qui représente un gain de 13.7 %. Les amortissements atteignaient \$37.0 millions en 1975, dépassant de 5.7 % le chiffre de \$35.0 millions enregistré en 1974. Les intérêts payés étaient de \$9.4 millions contre \$15.0 millions en 1974; cette diminution de 37.3 %. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$268.1 millions en 1975, soit une progression de 5.8 % par rapport aux \$253.3 millions de 1974. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$7.2 millions en 1975 en comparaison de \$7.0 millions en 1974. Le bénéfice net avant impôts s'établissait à \$70.6 millions en 1975 contre \$52.7 millions en 1974, une augmentation de 34.0 %. La provision pour impôts, qui était de \$36.4 millions en 1975, totalisait \$31.3 millions en 1974. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$34.2 millions, soit à 59.8 % sous celui de \$21.4 observé en 1974.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 23,497 en 1975, soit 1,236 de plus qu'en 1974. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$346.7 million en 1975, dépassant de \$52.0 millions le chiffre de \$294.7 millions enregistré en 1974.

STATISTICAL TABLES



TABLEAUX STATISTIQUES

TABLE 1. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1975, 1974 and 1973

TABLEAU 1. Recettes, dépenses et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1975, 1974 et 1973

	1975		1974		1973	
	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada
Operating revenue — Recettes d'ex- ploitation:						
Revenue from sale of air time — Recettes de la vente de temps d'antenne:						
Local time sales — Ventes de temps d'antenne (local)	210,618,323	7,096,000	178,841,582	6,496,000	147,185,507	5,435,000
National time sales — Ventes de temps d'antenne (national) ..	172,419,546	19,881,000	147,547,933	18,322,000	134,668,501	17,029,000
Network time sales — Ventes de temps d'antenne (réseau)	37,423,736	25,871,000	32,893,749	23,942,000	31,482,556	23,017,000
Revenue from sale of air time — Recettes de la vente de temps d'antenne	420,461,605	52,848,000	359,283,264	48,760,000	313,336,564	45,481,000
Production and other revenue — Recettes de production et au- tres recettes:						
Syndication revenue — Ventes de droits de diffusion	1,945,797	—	314,651	—	973,740	—
Production revenue — Recettes de production	13,841,880	196,000	12,766,520	158,000	13,585,019	121,000
Other revenue — Autres recettes	5,560,229	10,908,000	4,091,492	1,147,000	2,799,225	1,181,000
Production and other revenue — Total — Recettes de production et autres recettes	21,347,906	11,104,000	17,172,663	1,305,000	17,357,984	1,302,000
Operating revenue — Total — Recettes d'exploitation	441,809,511	63,952,000	376,455,927	50,065,000	330,694,548	46,783,000
Departmental expenses — Dépenses internes:						
Program — Émissions	154,481,916	193,369,000	139,027,926	182,205,000	113,279,779	169,877,000
Technical — Services techniques	30,399,876	54,653,000	25,745,709	44,821,000	22,021,716	31,928,000
Sales and promotion — Ventes et promotion	65,850,127	12,867,000	57,952,451	10,819,000	50,506,826	9,878,000
Administration and general — Ad- ministration et frais généraux	100,993,650	53,164,000	83,934,282	41,228,000	71,352,322	33,386,000
Sub-total, departmental ex- penses — Total partiel, dépenses internes	351,725,569	314,053,000	306,660,368	279,073,000	257,160,643	245,069,000
Depreciation — Amortissement	17,338,636	19,644,000	15,768,654	19,281,000	14,734,494	13,132,000
Interest expense — Intérêts versés	9,412,199	—	8,322,691	6,684,000	6,540,772	10,530,000
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	7,225,372	1,646,000	6,964,456	1,642,000	5,389,549	732,000
Net profit/loss before income taxes — Bénéfice net (perte) avant impôts	70,558,479	...	52,668,670	...	57,648,188	...
Net cost of CBC operations — Coût net d'exploitation de Radio- Canada	268,099,000	...	253,331,000	...	221,216,000
Provision for income taxes — Pro- vision pour impôts	36,369,090	...	31,269,746	...	27,019,381	...
Net profit/loss after income taxes — Bénéfice net (perte) après impôts	34,189,389	...	21,398,924	...	30,628,807	...
Average number of employees — Effectifs moyens	12,928	10,571	12,315	9,946	11,675	9,487

TABLE 2. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, by Area, 1975

TABLEAU 2. Recettes, dépenses et effectifs de l'industrie
de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1975

	Private stations - Stations privées			CBC - Radio-Canada	Total
	Radio	Television - Télévision	Total		
Operating revenue - Recettes d'exploitation:					
Revenue from sale of air time - Recettes de la vente de temps d'antenne:					
Local time sales - Ventes de temps d'antenne (local)	147,333,596	63,284,727	210,618,323	7,096,000	217,714,323
National time sales - Ventes de temps d'antenne (national)	57,859,938	114,559,608	172,419,546	19,881,000	192,300,546
Network time sales - Ventes de temps d'antenne (réseau)	472,257	36,951,479	37,423,736	25,871,000	63,294,736
Revenue from sale of air time - Total - Recettes de la vente de temps d'antenne	205,665,791	214,795,814	420,461,605	52,848,000	473,309,605
Production and other revenue - Recettes de production et autres recettes:					
Syndication Revenue - Ventes de droits de diffusion	87,806	1,857,991	1,945,797	-	1,945,797
Production revenue - Recettes de production	1,066,706	12,775,174	13,841,880	196,000	14,037,880
Other revenue - Autres recettes	1,418,334	4,141,895	5,560,229	10,908,000	16,468,229
Production and other revenue - Total - Recettes de production et autres recettes	2,572,846	18,775,060	21,347,906	11,104,000	32,451,906
Operating revenue - Total - Recettes d'exploitation	208,238,637	233,570,874	441,809,511	63,952,000	505,761,511
Departmental expenses - Dépenses internes:					
Program - Émissions	58,169,152	96,312,764	154,481,916	193,369,000	347,850,916
Technical - Services techniques	8,899,039	21,500,837	30,399,876	54,653,000	85,052,876
Sales and promotion - Ventes et promotion	43,275,760	22,574,367	65,850,127	12,867,000	78,717,127
Administration and general - Administration et frais généraux	57,938,225	43,055,425	100,993,650	53,164,000	154,157,650
Sub-total, departmental expenses - Total partiel, dépenses internes	168,282,176	183,443,393	351,725,569	314,053,000	665,778,569
Depreciation - Amortissement	6,138,188	11,200,448	17,338,636	19,644,000	36,982,636
Interest expense - Intérêts versés	4,830,716	4,581,483	9,412,199	-	9,412,199
Other adjustments - Autres redressements	1,990,579	5,234,793	7,225,372	1,646,000	8,871,372
Net profit (loss) before income taxes - Bénéfice net (perte) avant impôts	30,978,136	39,580,343	70,558,479	...	70,558,479
Net cost of CBC operations - Coût net d'exploitation de Radio-Canada	268,099,000	268,099,000
Provision for income taxes - Provision pour impôts	15,359,464	21,009,626	36,369,090	...	36,369,090
Net profit (loss) after income taxes - Bénéfice net (perte) après impôts	15,618,672	18,570,717	34,189,389	...	34,189,389
Average number of employees - Effectifs moyens	7,530	5,396	12,926	10,571	23,499

TABLE 3. Balance Sheet Data of RADIO and TELEVISION Broadcasting Industry, by Area, 1975

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Edouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario	Manitoba
		dollars					
	<u>ASSETS</u>						
	Current:						
1	Cash	88,160	728,578	273,324	1,605,351	3,196,501	1,517,488
2	Securities	—	600,387	115,000	8,802,633	2,281,001	86,460
3	Receivables (net)	2,068,446	3,204,561	2,494,605	24,466,391	32,340,437	3,357,655
4	Inventories	23,658	6,712	—	1,521,340	1,608,356	—
5	Prepaid expenses	39,101	11,386	108,187	1,682,174	8,342,448	4,289
6	Other	109,497	377,263	185,221	7,240,634	6,419,929	294,922
7	Total current assets	2,328,862	4,928,887	3,176,337	45,318,523	54,188,672	5,260,814
	Investments and advances:						
8	Associated companies	—	2,144,464	2,463,898	21,340,187	39,788,983	822,923
9	Other	84,563	1,442,329	329,285	2,908,463	3,424,426	287,609
10	Total investments and advances	84,563	3,586,793	2,793,183	24,248,650	43,213,409	1,110,532
	Fixed assets, broadcasting:						
11	Land, property and equipment	6,242,115	7,120,840	11,576,365	73,690,741	113,501,031	20,599,848
12	Accumulated depreciation	3,742,169	4,607,324	8,054,053	32,586,387	58,719,241	10,010,520
13	Net fixed assets, broadcasting	2,499,946	2,513,516	3,522,312	41,104,354	54,781,790	10,589,328
14	Net fixed assets, non-broadcasting	218,906	1,205	58,859	189,045	144,925	107,440
15	Intangible assets	25,071	729,515	220,160	13,289,296	13,395,301	5,138,438
16	Other assets	64,352	28,143	325	4,965,767	7,646,716	2,782,686
17	Total fixed and other assets	2,808,275	3,272,379	3,801,656	59,548,462	75,968,732	18,617,892
18	Total non-current assets	2,892,838	6,859,172	6,594,839	83,797,112	119,182,141	19,728,424
19	Total assets	5,221,700	11,788,059	9,771,176	129,115,635	173,370,813	24,989,238
	<u>LIABILITIES</u>						
	Current:						
20	Bank loans	1,224,240	144,692	592,891	3,645,055	10,067,540	453,072
21	Other loans	—	—	498,646	602,595	1,531,012	12,894
22	Accounts payable and accrued	821,543	823,122	498,584	12,527,321	15,875,323	1,473,382
23	Income tax payable	64,714	244,851	461,517	1,868,377	2,910,002	1,016,419
24	Dividends payable	—	55,993	6,000	532,508	292,187	—
25	Unearned income	—	—	—	68,344	33,802	532,055
26	Current portion long-term debt	168,953	20,314	170,400	3,426,719	3,291,843	81,825
27	Other	67,836	2,009,399	—	2,088,163	12,534,391	53,879
28	Total current liabilities	2,347,286	3,298,371	2,228,038	24,759,082	46,536,100	3,623,526
	Non-current liabilities:						
	Long-term debt:						
29	Notes	263,709	25,876	2,152,395	10,994,958	14,679,762	135,204
30	Mortgages and bonds	373,071	119,436	130,900	18,663,029	8,244,544	369,441
31	Debentures	578,428	—	—	14,731,585	20,530,582	5,382,100
32	Less current portion	168,953	20,314	170,400	3,426,719	3,291,843	81,825
33	Total long-term debt	1,046,255	124,998	2,112,895	40,962,853	40,163,045	5,804,920
34	Deferred income taxes	—	45,330	8,791	1,754,722	6,375,917	1,593,808
35	Other liabilities	10,430	931,608	646,358	6,068,288	12,607,770	2,166,334
36	Total non-current liabilities	1,056,685	1,101,936	2,768,044	48,785,863	59,146,732	9,565,062
37	Total liabilities	3,403,971	4,400,307	4,996,082	73,544,945	105,682,832	13,188,588
	Shareholders' equity:						
	Share capital issued:						
38	Preferred	47,500	106,425	316,250	3,898,975	7,101,797	28,220
39	Common	272,610	457,136	357,124	24,501,077	51,902,670	3,521,292
40	Retained earnings (accumulated deficit) at end of period.	1,497,619	6,052,127	4,140,617	27,074,882	3,854,515	8,230,891
41	Other surplus	—	772,064	(38,897)	95,756	4,828,999	20,247
42	Total shareholders' equity	1,817,729	7,387,752	4,775,094	55,570,690	67,687,981	11,800,650
43	Total liabilities and equity	5,221,700	11,788,059	9,771,176	129,115,635	173,370,813	24,989,238

(1) This amount represents the equity of the Government of Canada in the CBC.

TABLEAU 3. Bilan de l'industrie de la **RADIODIFFUSION** et de la **TÉLÉVISION**, par région, 1975

(1) Cette somme représente l'avoir propre du gouvernement du Canada à Radio-Canada.

TABLE 4. Revenue, Expenses and Employees of Privately Owned RADIO Broadcasting Industry, by Area, 1975

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du- Prince-Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
1	Reporting units	8	11	10	62	84
				dollars		
	Operating revenue:					
	Revenue from sale of air time:					
2	Local time sales	4,314,220	5,104,200	4,069,154	29,580,737	51,926,083
3	National time sales	816,761	1,468,094	1,004,010	12,872,360	25,358,670
4	Network time sales	350,085	1,987	475	79,543	15,235
5	Total revenue from sale of air time	5,481,066	6,574,281	5,073,639	42,532,640	77,299,988
	Production and other revenue:					
6	Syndication revenue	—	—	—	75,646	15,739
7	Production revenue	— 4,293	—	10,039	438,349	159,161
8	Other revenue	21,482	64,699	18,184	288,025	499,777
9	Total production and other revenue	17,189	64,699	28,223	802,020	674,677
10	Total operating revenue	5,498,255	6,638,980	5,101,862	43,334,660	77,974,665
	Departmental expenses:					
11	Program	1,848,748	1,681,447	1,379,583	12,878,869	20,795,763
12	Technical	416,056	378,669	277,637	1,753,407	3,184,218
13	Sales and promotion	785,157	1,246,227	762,210	9,292,574	16,835,260
14	Administration and general	1,732,401	2,224,307	1,430,351	13,047,339	20,089,806
15	Sub-total, departmental expenses	4,782,362	5,530,650	3,849,781	36,972,189	60,905,047
16	Depreciation	233,418	192,377	237,154	1,273,163	2,237,938
17	Interest expense	65,932	62,892	158,097	759,816	2,418,274
18	Other adjustments	24,120	242,358	145,827	272,905	716,704
19	Net profit (loss) before income taxes	440,663	1,095,419	1,002,657	4,602,397	13,130,110
20	Provision for income taxes	203,992	403,802	401,107	2,622,534	6,605,230
21	Net profit (loss) after income taxes	236,671	691,617	601,550	1,979,863	6,524,880
22	Salaries and benefits included in expenses	2,745,751	3,379,880	2,541,707	18,981,585	33,078,662
23	Average number of employees	272	284	208	1,659	2,575

TABLEAU 4. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1975

Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		N ^o
13	16	25	53	282	Unités déclarantes	1
dollars						
6,535,729	7,173,409	15,791,083	22,838,981	147,333,596	Recettes d'exploitation:	
2,370,781	2,055,945	5,155,571	6,757,746	57,859,938	Recettes de la vente de temps d'antenne:	
1,625	—	228	23,079	472,257	Ventes de temps d'antenne (local)	2
					Ventes de temps d'antenne (national)	3
					Ventes de temps d'antenne (réseau)	4
8,908,135	9,229,354	20,946,882	29,619,806	205,665,791	Total, recettes de la vente de temps d'antenne.	5
6,177	— 9,756	—	—	87,806	Recettes de production et autres recettes:	
72,940	69,598	254,067	66,845	1,066,705	Ventes de droits de diffusion	6
32,551	75,314	148,223	270,079	1,418,334	Recettes de production	7
					Autres recettes	8
111,668	135,156	402,290	336,924	2,572,846	Total recettes de production et autres recettes.	9
9,019,803	9,364,510	21,349,172	29,956,730	208,238,637	Total, recettes d'exploitation	10
2,488,808	2,648,252	5,323,619	9,124,063	58,169,152	Dépenses internes:	
440,854	421,023	792,224	1,234,951	8,899,039	Émissions	11
1,857,616	1,766,087	4,433,064	6,297,565	43,275,760	Services techniques	12
2,282,148	2,377,967	5,720,451	9,033,455	57,938,225	Ventes et promotion	13
					Administration et frais généraux	14
7,069,426	7,213,329	16,269,358	25,690,034	168,282,176	Total partiel, dépenses internes	15
294,692	201,136	535,199	933,111	6,138,188	Amortissement	16
101,451	109,215	248,222	906,817	4,830,716	Intérêts versés	17
20,319	118,581	40,722	409,043	1,990,579	Autres redressements	18
1,574,553	1,959,411	4,337,115	2,835,811	30,978,136	Bénéfice net (perte) avant impôts	19
753,072	770,108	2,117,598	1,482,021	15,359,464	Provision pour impôts	20
821,481	1,189,303	2,219,517	1,353,790	15,618,672	Bénéfice net (perte) après impôts	21
4,240,310	4,287,321	9,509,862	15,029,242	93,794,320	Rémunération et avantages sociaux compris dans les dépenses.	22
349	383	715	1,085	7,530	Effectifs moyens	23

TABLE 5. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Area, 1975

No.		Atlantic Provinces — Provinces de l'Atlantique	Québec	Ontario
1	Reporting units	6	14	19
			dollars	
	Operating revenue:			
	Revenue from sales of air time:			
2	Local time sales	5,538,381	21,166,880	13,453,900
3	National time sales	4,799,365	28,125,216	58,480,463
4	Network time sales	2,874,311	6,578,341	14,185,987
5	Total revenue from sale of air time	13,212,057	55,870,437	86,120,350
	Production and other revenue:			
6	Syndication revenue	—	—	997,469
7	Production revenue	343,920	3,311,900	7,304,780
8	Other revenue	48,355	485,127	2,146,861
9	Total production and other revenue	392,275	3,797,027	10,449,110
10	Total operating revenue	13,604,332	59,667,464	96,569,460
	Departmental expenses:			
11	Program	4,592,442	19,956,002	46,266,599
12	Technical	1,683,398	6,895,703	6,920,998
13	Sales and promotion	1,533,472	4,842,368	9,853,631
14	Administration and general	2,622,330	11,652,074	16,247,875
15	Sub-total departmental expenses	10,431,642	43,346,147	79,289,103
16	Depreciation	637,355	2,571,305	5,109,975
17	Interest expense	178,074	1,760,402	2,046,441
18	Other adjustments	62,763	2,236,959	1,207,348
19	Net profit (loss) before income taxes	2,420,024	14,226,569	11,331,289
20	Provision for income taxes	1,208,574	6,121,725	8,346,737
21	Net profit (loss) after taxes	1,211,450	8,104,844	2,984,552
22	Salaries and benefits included in expenses	4,357,872	19,196,137	28,501,554
23	Average number of employees	368	1,525	2,069

TABLEAU 5. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par région, 1975

Manitoba and/et Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		N ^o
9	9	8	65	Unités déclarantes	1
dollars					
7,165,803	11,140,585	4,819,178	63,284,727	Recettes d'exploitation:	
5,687,415	8,294,760	9,172,389	114,559,608	Recettes de la vente de temps d'antenne:	
4,236,026	5,383,481	3,693,333	36,951,479	Ventes de temps d'antenne (local)	2
				Ventes de temps d'antenne (national)	3
				Ventes de temps d'antenne (réseau)	4
17,089,244	24,818,826	17,684,900	214,795,814	Total, recettes de la vente de temps d'antenne	5
25,212	835,310	—	1,857,991	Recettes de production et autres recettes:	
521,635	1,249,832	43,107	12,775,174	Ventes de droits de diffusion	6
172,075	600,060	689,417	4,141,895	Recettes de production	7
				Autres recettes	8
718,922	2,685,202	732,524	18,775,060	Total, recettes de production et autres recettes.	9
17,808,166	27,504,028	18,417,424	233,570,874	Total, recettes d'exploitation	10
				Dépenses internes:	
7,165,884	11,987,159	6,344,678	96,312,764	Émissions	11
1,653,853	2,790,705	1,556,180	21,500,837	Services techniques	12
1,868,519	2,844,811	1,631,566	22,574,367	Ventes et promotion	13
2,855,159	5,529,468	4,148,519	43,055,425	Administration et frais généraux	14
13,543,415	23,152,143	13,680,943	183,443,393	Total partiel, dépenses internes	15
963,092	1,027,269	891,452	11,200,448	Amortissement	16
201,549	147,122	247,895	4,581,483	Intérêts versés	17
— 25,288	584,489	1,168,522	5,234,793	Autres redressements	18
3,074,822	3,761,983	4,765,656	39,580,343	Bénéfice net (perte) avant impôts	19
1,602,531	1,696,696	2,033,363	21,009,626	Provision pour impôts	20
1,472,291	2,065,287	2,732,293	18,570,717	Bénéfice net (perte) après impôts	21
5,904,071	8,491,547	5,233,119	71,684,300	Rémunération et avantages sociaux compris dans les dépenses.	22
412	616	406	5,396	Effectifs moyens	23

TABLE 6. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1975

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
1	Reporting units	28	28	28	29	28
				dollars		
	Operating revenue:					
	Revenue from sale of air time:					
2	Local time sales	51,513,885	26,187,733	17,646,217	14,710,957	11,552,635
3	National time sales	32,656,779	9,497,191	4,946,078	3,280,157	2,206,409
4	Network time sales	24,933	234,766	32,584	21,574	96,857
5	Total revenue from air time	84,195,597	35,919,690	22,624,879	18,012,688	13,855,901
	Production and other revenue:					
6	Syndication revenue	24,500	24,077	33,709	5,520	—
7	Production revenue	554,143	154,989	96,983	58,042	19,857
8	Other revenue	416,209	172,845	147,681	357,250	56,114
9	Total production/other revenue	994,852	351,911	278,373	420,812	75,971
10	Total operating revenue	85,190,449	36,271,601	22,903,252	18,433,500	13,931,872
	Departmental expenses:					
11	Program	21,542,782	10,266,696	6,866,746	5,478,690	4,175,776
12	Technical	2,278,660	1,633,529	1,100,728	994,012	802,195
13	Sales and promotion	18,566,907	7,935,896	4,473,223	4,179,763	2,545,046
14	Administration and general	19,607,219	9,284,660	6,974,450	5,859,189	4,649,487
15	Sub-total departmental expenses	61,995,568	29,120,781	19,415,147	16,511,654	12,172,504
16	Depreciation	1,688,009	1,250,266	741,159	546,446	482,372
17	Interest expense	2,675,241	400,037	302,413	276,570	373,828
18	Other adjustments	232,815	154,898	328,850	381,476	100,158
19	Net profit before income tax	19,064,446	5,655,415	2,773,383	1,480,306	1,003,326
20	Provision for income taxes	10,157,047	2,857,508	797,280	587,776	318,498
21	Net profit after income taxes	8,907,399	2,797,907	1,976,103	892,530	684,828
22	Salaries and benefits included in expenses.	31,294,864	16,270,070	11,920,903	9,574,779	7,360,234
23	Average number of employees	1,889	1,176	1,007	870	646

TABLEAU 6. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par tranche de recettes, 1975

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		No
28	29	28	28	28	282	Unités déclarantes	1
dollars							
8,565,149	7,164,498	5,210,687	3,389,777	1,392,058	147,333,596	Recettes d'exploitation:	
1,962,921	1,495,517	1,037,085	570,428	207,373	57,859,938	Recettes de la vente de temps d'antenne:	
11,716	9,202	6,596	29,903	4,126	472,257	Ventes de temps d'antenne (local)	2
						Ventes de temps d'antenne (national) ..	3
						Ventes de temps d'antenne (réseau)	4
10,539,786	8,669,217	6,254,368	3,990,108	1,603,557	205,665,791	Total recettes de la vente de temps d'antenne.	5
						Recettes de production et autres recettes:	
—	—	—	—	—	87,806	Ventes de droits de diffusion	6
30,313	83,740	42,771	19,946	5,922	1,066,706	Recettes de production	7
47,860	72,130	15,064	79,795	53,386	1,418,334	Autres recettes	8
78,173	155,870	57,835	99,741	59,308	2,572,846	Total recettes de production et autres recettes.	9
10,617,959	8,825,087	6,312,203	4,089,849	1,662,865	208,238,637	Total recettes d'exploitation	10
3,283,224	2,854,408	1,906,392	1,401,155	393,283	58,169,152	Dépenses internes:	
667,085	596,751	368,622	301,778	155,679	8,899,039	Emissions	11
1,797,269	1,632,216	1,119,744	727,144	298,552	43,275,760	Services techniques	12
3,734,766	3,445,422	2,099,769	1,521,960	761,303	57,938,225	Ventes et promotion	13
						Administration et frais généraux	14
9,482,344	8,528,797	5,494,527	3,952,037	1,608,817	168,282,176	Total partiel, dépenses internes	15
448,731	368,025	301,185	175,470	136,525	6,138,188	Amortissement	16
330,325	177,214	139,816	117,243	38,029	4,830,716	Intérêts versés	17
291,608	313,864	152,467	14,105	20,338	1,990,579	Autres redressements	18
648,167	64,915	529,142	— 140,796	— 100,168	30,978,136	Bénéfice net (perte) avant impôts	19
359,279	127,536	113,791	27,611	13,138	15,359,464	Provision pour impôts	20
288,888	— 62,621	415,351	— 168,407	— 113,306	15,618,672	Bénéfice net (perte) après impôts	21
5,504,767	5,266,184	3,302,042	2,336,107	964,370	93,794,320	Rémunération et avantages sociaux compris dans les dépenses.	22
571	530	386	316	139	7,530	Effectifs moyens	23

TABLE 7. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1975

No.		Group 1 — Groupe 1	Group 2 — Groupe 2
1	Reporting units	16	17
		dollars	
	Operating revenue:		
	Revenue from sale of air time:		
2	Local time sales	33,557,030	14,918,684
3	National time sales	86,923,051	17,041,287
4	Network time sales	16,431,424	14,408,037
5	Total revenue from sale of air time	136,911,505	46,368,008
	Production and other revenue:		
6	Syndication revenue	1,781,422	20,665
7	Production revenue	11,240,576	930,237
8	Other revenue	2,478,282	686,055
9	Total production/other revenue	15,500,280	1,636,957
10	Total operating revenue	152,411,785	48,004,965
	Departmental expenses:		
11	Program	64,807,187	21,185,640
12	Technical	13,371,156	4,555,762
13	Sales and promotion	13,326,257	5,167,055
14	Administration and general	26,412,261	8,749,812
15	Sub-total departmental expense	117,916,861	39,658,269
16	Depreciation	6,552,666	2,168,415
17	Interest expense	3,089,983	964,114
18	Other adjustments	4,192,002	314,277
19	Net profit before income tax	29,044,277	5,528,444
20	Provision for income taxes	15,467,423	2,998,071
21	Net profit after income taxes	13,576,854	2,530,373
22	Salaries and benefits included in expenses	43,957,688	14,730,251
23	Average number of employees	3,025	1,214

TABLEAU 7. Recettes, dépenses et effectifs de l'industrie et de la TÉLÉVISION privée, par tranche de recettes, 1975

Group 3 — Groupe 3	Group 4 — Groupe 4	Total		Nº
16	16	65	Unités déclarantes	1
	dollars			
9,688,876	5,120,137	63,284,727	Recettes d'exploitation:	
7,390,675	3,204,595	114,559,608	Recettes de la vente de temps d'antenne:	
4,357,460	1,754,558	36,951,479	Ventes de temps d'antenne (local)	2
			Ventes de temps d'antenne (national) ..	3
			Ventes de temps d'antenne (réseau)	4
21,437,011	10,079,290	214,795,814	Total recettes de la vente de temps d'antenne.	5
			Recettes de production et autres recettes:	
55,904	—	1,857,991	Ventes de droits de diffusion	6
406,843	197,518	12,775,174	Recettes de production	7
846,692	130,866	4,141,895	Autres recettes	8
1,309,439	328,384	18,775,060	Total recettes de production et autres recettes	9
22,746,450	10,407,674	233,570,874	Total recettes d'exploitation	10
			Dépenses internes:	
7,122,234	3,197,703	96,312,764	Émissions	11
2,219,141	1,354,778	21,500,837	Services techniques	12
2,812,710	1,268,345	22,574,367	Ventes et promotion	13
4,620,921	3,272,431	43,055,425	Administration et frais généraux	14
16,775,006	9,093,257	183,443,393	Total partiel, dépenses internes	15
1,467,062	1,012,305	11,200,448	Amortissement	16
244,232	283,154	4,581,483	Intérêts versés	17
196,515	531,999	5,234,793	Autres redressements	18
4,456,665	550,957	39,580,343	Bénéfice net (perte) avant impôts	19
2,134,381	409,751	21,009,626	Provision pour impôts	20
2,322,284	141,206	18,570,717	Bénéfice net (perte) après impôts	21
8,422,325	4,574,036	71,684,300	Rémunération et avantages sociaux compris dans les dépenses.	22
706	451	5,396	Effectifs moyens	23

TABLE 8. Income Statement for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1975

TABEAU 8. État des revenus de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1975

	Radio	Television - Télévision	Total
	dollars		
Operating income (loss) before under noted items - Bénéfice d'exploitation (perte) avant les postes suivantes	39,956,461	50,127,481	90,083,942
Depreciation (recorded in accounts) - Amortissement (comptabilisé)	6,138,188	11,200,448	17,338,636
Interest expense - Intérêts versés	4,830,716	4,581,483	9,412,199
Investment and interest income - Immobilisation et d'intérêts perçus	1,575,994	2,372,239	3,948,233
Incidental broadcasting income - Recettes accessoires de radiodiffusion	245,439	1,879,276	2,124,715
Adjustment of prior years income - Redressement du revenu des années précédentes	68,797	274,158	342,955
Amortization of organization and start of expense - Amortissement des frais d'établissement et de mise en marche	108,504	207,506	316,010
Net operating profit (loss) - Bénéfice net d'exploitation (perte)	30,769,283	38,663,717	69,433,000
Amortization of goodwill - Amortissement de l'achalandage	77,178	184,267	261,445
Gain (loss) from sale of fixed assets, investments, etc. - Gains (pertes) sur vente d'immobilisations	286,031	1,100,893	1,386,924
Net profit (loss) before income tax - Bénéfice (perte) avant impôts	30,978,136	39,580,343	70,558,479
Provision for income taxes - Provision pour impôts sur le revenu	15,359,464	21,009,626	36,369,090
Net profit after income taxes - Bénéfice net (perte) après déduction de l'impôt sur le revenu	15,618,672	18,570,717	34,189,389

TABLE 9. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1975

TABEAU 9. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1975

	Dollars
Source of funds - Provenance des fonds:	
Operations - Exploitation:	
Net profit from broadcast operations after tax - Bénéfice net provenant de l'exploitation des entreprises de radiodiffusion, après impôts	34,189,389
Net profit from non-broadcast operations after tax - Bénéfice net provenant d'activités autres que la radiodiffusion après impôts	743,508
Expenses not requiring outlay of funds - Dépenses ne nécessitant pas de mise de fonds:	
Depreciation and amortization (recorded in accounts) - Dépréciation et amortissement (comptabilisé)	19,327,828
Deferred income taxes - Impôts sur le revenu différés	1,221,370
Funds provided from operations - Total - Ensemble des fonds provenant de l'exploitation	55,482,095
Other - Autres:	
Increase in long term debt - Augmentation de la dette à long terme	29,794,388
Proceeds from sale of share capital - Produit de la vente du capital-actions	2,140,450
Decrease in fixed assets - Diminution des immobilisations:	
(a) Broadcast only - Activités de radiodiffusion seulement	1,604,398
(b) Non-broadcasting - Autres que la radiodiffusion	1,231,101
Decrease in investments and advances - Diminution des placements et des avances	15,768,095
Other sources of funds provided - Autres sources de fonds fournis	7,700,455
Other funds provided - Total - Ensemble des autres fonds fournis	58,238,887
Funds provided - Total - Fonds fournis	113,720,982
Application of funds - Utilisation des fonds:	
Additions to fixed assets - Additions aux immobilisations:	
(a) Broadcast only - Activités de radiodiffusion seulement	37,209,444
(b) Non-broadcasting - Autres que la radiodiffusion	1,708,482
Additions to investments and advances - Accroissement des placements et des avances	11,345,300
Deferred expenditures - Dépenses différées	3,357,556
Dividends declared - Dividendes déclarés:	
(a) Common shares - Actions ordinaires	27,098,816
(b) Preferred shares - Actions privilégiées	914,095
Redemption of long term debt - Diminution de la dette à long terme	23,289,588
Redemption of shares - Rachat d'actions	1,921,857
Other application of funds - Autres utilisations des fonds	4,019,901
Funds used - Total - Fonds utilisés	110,865,039
Increase in working capital - Augmentation du fonds de roulement	2,855,943
Working capital at beginning of year - Fonds de roulement au début de l'année	40,092,529
Working capital at August 31 - Fonds de roulement au 31 août	42,948,472

TABLE 10. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1975

TABLEAU 10. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1975

Fixed asset classification — Classification des immobilisations	Private stations — Stations privées		
	Radio stations — Stations de radio	Television stations — Stations de télévision	
	dollars		
Land — Terrains	7,023,601	3,361,354	
Land improvements and buildings — Améliorations foncières et bâtiments	14,895,113	26,304,279	
Tower and antenna system — Installations de pylônes et d'antennes	11,197,679	14,733,914	
Transmitter equipment — Matériel émetteur	30,269,970	26,340,773	
Studio and technical equipment — Matériel technique de studio ...	25,271,294	80,080,340	
Mobile equipment — Cars de reportage	477,156	3,322,086	
Automobiles and trucks — Voitures et camions	1,957,426	1,340,156	
Furniture and fixtures — Meubles et articles d'ameublement	7,749,285	6,184,978	
Other property, plant and equipment — Autres immobilisations corporelles	1,338,391	26,946,672	
Leasehold improvements — Améliorations locatives	5,705,682	4,036,335	
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	105,885,597	192,650,887	
Accumulated depreciation — Amortissement accumulé	55,515,514	100,866,217	
Property, plant and equipment net of accumulated depreciation at August 31, 1975 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1975	50,370,083	91,784,670	
	Radio and television stations — Stations de radio et de télévision		
	Private stations — Stations privées	CBC — Radio-Canada	Total
	dollars		
Land — Terrains	10,384,955	11,389,000	21,773,955
Land improvements and buildings — Améliorations foncières et bâtiments	41,199,392	129,546,000	170,745,392
Tower and antenna system — Installations de pylônes et d'antennes	25,931,593	199,658,000	25,931,593
Transmitter equipment — Matériel émetteur	56,610,743		256,268,743
Studio and technical equipment — Matériel technique de studio ...	105,351,634		105,351,634
Mobile equipment — Cars de reportage	3,799,242	3,559,000	3,799,242
Automobiles and trucks — Voitures et camions	3,297,582		6,856,582
Furniture and fixtures — Meubles et articles d'ameublement	13,934,263		25,678,263
Other property, plant and equipment — Autres immobilisations corporelles	28,285,063	—	28,285,063
Leasehold improvements — Améliorations locatives	9,742,017	—	9,742,017
Property, plant and equipment — Total — Terrains, bâtiments, installations et matériel	298,536,484	355,896,000	654,432,484
Accumulated depreciation — Amortissement accumulé	156,381,731	143,653,000	300,034,731
Property, plant and equipment net of accumulated depreciation at August 31, 1975 — Total — Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1975	142,154,753	212,243,000	354,397,753

TABLE 11A. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1975
(Historical Cost)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	2,439,546	1,387,988	731,930	522,978	325,904
2	Land improvements and buildings	3,028,766	2,676,220	2,017,690	1,123,302	1,197,214
3	Tower and antenna system	2,638,896	1,497,268	1,284,481	1,446,435	992,259
4	Transmitter equipment	8,744,524	4,677,857	3,277,642	3,259,247	2,711,291
5	Studio and technical equipment	6,285,195	5,175,021	3,103,621	2,721,731	1,911,652
6	Mobile equipment	160,094	106,120	69,952	42,193	32,790
7	Automobiles and trucks	486,545	373,283	281,182	193,009	143,456
8	Furniture and fixtures	2,451,578	1,398,899	802,092	797,872	523,935
9	Other property, plant and equipment	861,366	117,634	85,530	34,667	8,876
10	Leasehold improvements	2,553,505	1,170,836	266,759	432,260	295,366
11	Total property, plant and equipment	29,650,015	18,581,126	11,920,879	10,573,694	8,142,743

TABLE 11B. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1975
(Accumulated Standardized Depreciation)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	—	—	—	—	—
2	Land improvements and buildings	1,370,713	1,246,907	636,103	512,035	477,468
3	Tower and antenna system	1,965,442	798,803	882,306	750,327	443,001
4	Transmitter equipment	5,424,799	2,747,496	2,089,742	2,242,408	1,508,109
5	Studio and technical equipment	4,156,929	3,098,875	2,106,205	1,882,222	1,102,618
6	Mobile equipment	98,402	56,619	56,371	30,869	12,983
7	Automobiles and trucks	239,723	178,963	161,019	108,681	65,804
8	Furniture and fixtures	1,453,266	857,018	528,776	572,301	284,948
9	Other property, plant and equipment	644,332	27,486	54,596	30,110	6,037
10	Leasehold improvements	1,488,300	468,209	206,627	306,028	105,279
11	Total property, plant and equipment	16,841,906	9,480,376	6,721,745	6,434,981	4,006,247

TABLE 11C. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1975
(Depreciated Values)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	2,439,546	1,387,988	731,930	522,978	325,904
2	Land improvements and buildings	1,658,053	1,429,313	1,381,587	611,267	719,746
3	Tower and antenna system	673,454	698,465	402,175	696,108	549,258
4	Transmitter equipment	3,319,725	1,930,361	1,187,900	1,016,839	1,203,182
5	Studio and technical equipment	2,128,266	2,076,146	997,416	839,509	809,034
6	Mobile equipment	61,692	49,501	13,581	11,324	19,807
7	Automobiles and trucks	246,822	194,320	120,163	84,328	77,652
8	Furniture and fixtures	998,312	541,881	273,316	225,571	238,987
9	Other property, plant and equipment	217,034	90,148	30,934	4,557	2,839
10	Leasehold improvements	1,065,205	702,627	60,132	126,232	190,087
11	Total property, plant and equipment	12,808,109	9,100,750	5,199,134	4,138,713	4,136,496

TABLEAU 11A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1975
(coût d'origine)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
dollars							
494,902	598,378	277,613	168,367	75,995	7,023,601	Terrains	1
2,314,941	1,175,535	505,752	550,674	305,019	14,895,113	Améliorations foncières et bâtiments	2
794,293	847,030	859,562	471,948	365,507	11,197,679	Installations de pylones et d'antennes	3
2,048,242	2,495,292	1,534,683	984,166	537,026	30,269,970	Matériel émetteur	4
2,140,844	1,444,464	1,020,714	1,039,165	428,887	25,271,294	Matériel technique et de studio	5
21,430	15,982	19,795	7,875	925	477,156	Cars de reportage	6
152,988	145,933	102,691	46,272	32,067	1,957,426	Voitures et camions	7
634,936	516,852	325,692	221,281	76,148	7,749,285	Meubles et articles d'ameublement	8
86,694	56,284	62,072	24,781	487	1,338,391	Autres immobilisations corporelles	9
420,410	140,681	221,738	134,852	69,275	5,705,682	Améliorations locatives	10
9,109,680	7,436,431	4,930,312	3,649,381	1,891,336	105,885,597	Total terrains, bâtiments installations et matériel ...	11

TABLEAU 11B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1975
(amortissement normalisé accumulé)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
dollars							
—	—	—	—	—	—	Terrains	1
1,000,204	680,141	181,491	136,277	37,596	6,278,935	Améliorations foncières et bâtiments	2
605,386	382,461	269,739	286,086	79,471	6,463,022	Installations de pylones et d'antennes	3
1,584,564	1,533,171	672,446	526,785	150,729	18,480,249	Matériel émetteur	4
1,409,864	1,150,136	647,161	548,977	163,951	16,266,938	Matériel technique et de studio	5
8,097	9,586	7,041	3,117	146	283,231	Cars de reportage	6
74,525	86,068	44,424	28,723	9,038	996,968	Voitures et camions	7
392,188	394,565	132,382	101,694	28,933	4,746,071	Meubles et articles d'ameublement	8
34,124	35,897	37,133	22,202	153	892,070	Autres immobilisations corporelles	9
116,507	85,419	122,209	43,353	24,747	2,966,678	Améliorations locatives	10
5,225,459	4,357,444	2,114,026	1,697,214	494,764	57,374,162	Total terrains, bâtiments installations et matériel ...	11

TABLEAU 11C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1975
(après déduction de l'amortissement accumulé)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N°
dollars							
494,902	598,378	277,613	168,367	75,995	7,023,601	Terrains	1
1,314,737	495,394	324,261	414,397	267,423	8,616,178	Améliorations foncières et bâtiments	2
188,907	464,569	589,823	185,862	286,036	4,734,657	Installations de pylones et d'antennes	3
463,678	962,121	862,237	457,381	386,297	11,789,721	Matériel émetteur	4
730,980	294,328	373,553	490,188	264,936	9,004,356	Matériel technique et de studio	5
13,333	6,396	12,754	4,758	779	193,925	Cars de reportage	6
78,463	59,865	58,267	17,549	23,029	960,458	Voitures et camions	7
242,748	122,287	193,310	119,587	47,215	3,003,214	Meubles et articles d'ameublement	8
52,570	20,387	24,939	2,579	334	446,321	Autres immobilisations corporelles	9
303,903	55,262	99,529	91,499	44,528	2,739,004	Améliorations locatives	10
3,884,221	3,078,987	2,816,286	1,952,167	1,396,572	48,511,435	Total terrains, bâtiments installations et matériel ...	11

TABLE 12A. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1975
(Historical Cost)

TABEAU 12A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1975
(coût d'origine)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	2,577,567	487,093	215,712	80,982	3,361,354
Land improvements and buildings - Améliorations foncières et bâtiments	17,552,535	4,626,818	2,635,211	1,489,715	26,304,279
Tower and antenna system - Installations de pylones et d'antennes	5,559,841	3,817,027	3,472,093	1,884,953	14,733,914
Transmitter equipment - Matériel émetteur	10,763,216	7,219,627	4,594,214	3,763,716	26,340,773
Studio and technical equipment - Matériel technique et de studio	50,053,549	14,051,029	9,162,714	6,813,048	80,080,340
Mobile equipment - Cars de reportage	2,910,502	303,382	29,862	78,340	3,322,086
Automobiles and truck - Voitures et camions	606,911	224,144	219,325	289,776	1,340,156
Furniture and fixtures - Meubles et articles d'ameublement ..	3,903,743	1,099,528	764,203	417,504	6,184,978
Other property, plant and equipment - Autres immobilisations corporelles	25,161,465	262,844	137,561	1,384,802	26,946,672
Leasehold improvements - Améliorations locatives	2,559,208	847,143	132,026	497,958	4,036,335
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	121,648,537	32,938,635	21,362,921	16,700,794	192,650,887

TABLE 12B. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1975
(Accumulated Standardized Depreciation)

TABEAU 12B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1975
(amortissement normalisé accumulé)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	-	-	-	-	-
Land improvements and buildings - Améliorations foncières et bâtiments	8,422,902	2,883,805	1,452,720	857,500	13,616,927
Tower and antenna system - Installations de pylones et d'antennes	3,219,579	2,538,091	1,910,930	1,268,891	8,937,491
Transmitter equipment - Matériel émetteur	4,633,759	4,950,390	2,545,681	2,189,984	14,319,814
Studio and technical equipment - Matériel technique et de studio	31,176,491	8,897,969	5,890,896	3,529,816	49,495,172
Mobile equipment - Cars de reportage	1,427,426	169,791	23,330	48,172	1,668,719
Automobiles and truck - Voitures et camions	461,211	120,963	135,235	129,098	846,507
Furniture and fixtures - Meubles et articles d'ameublement ..	2,124,111	757,187	498,678	203,291	3,583,267
Other property, plant and equipment - Autres immobilisations corporelles	560,476	86,794	97,003	58,298	802,571
Leasehold improvements - Améliorations locatives	879,803	398,105	32,217	170,791	1,480,916
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	52,905,758	20,803,095	12,586,690	8,455,841	94,751,384

TABLE 12C. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1975
(Depreciated values)

TABEAU 12C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1975
(après déduction de l'amortissement accumulé)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	2,577,567	487,093	215,712	80,982	3,361,354
Land improvements and buildings - Améliorations foncières et bâtiments	9,129,633	1,743,013	1,182,491	632,215	12,687,352
Tower and antenna system - Installations de pylones et d'antennes	2,340,262	1,278,936	1,561,163	616,062	5,796,423
Transmitter equipment - Matériel émetteur	6,129,457	2,269,237	2,048,533	1,573,732	12,020,959
Studio and technical equipment - Matériel technique et de studio	18,877,058	5,153,060	3,271,818	3,283,232	30,585,168
Mobile equipment - Cars de reportage	1,483,076	133,591	6,532	30,168	1,653,367
Automobiles and truck - Voitures et camions	145,700	103,181	84,090	160,678	493,649
Furniture and fixtures - Meubles et articles d'ameublement ..	1,779,632	342,341	265,525	214,213	2,601,711
Other property, plant and equipment - Autres immobilisations corporelles	24,600,989	176,050	40,558	1,326,504	26,144,101
Leasehold improvements - Améliorations locatives	1,679,405	449,038	99,809	327,167	2,555,419
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	68,742,779	12,135,540	8,776,231	8,244,953	97,899,503

TABLE 13. Salaries, Wages and Fringe Benefits, and Employee Statistics of The RADIO and TELEVISION Broadcasting Industry, by Staff Categories, 1975

TABLEAU 13. Rémunérations et avantages sociaux, et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par catégorie de personnel, 1975

	Total remuneration(1) — Rémunérations totales(1)			Average number of employees — Effectifs moyens		
	Private stations — Stations privées	CBC — Radio- Canada	Total	Private stations — Stations privées	CBC — Radio- Canada	Total
	dollars			number		
Program — Émissions	80,694,162	127,615,000	208,309,162	7,268	7,548	14,816
Technical — Services techniques	16,196,021	9,424,000	25,620,021	1,327	571	1,898
Sales and promotion — Ventes et promotion	34,188,647	8,466,000	42,654,647	1,957	465	2,422
Administration and general — Administration et frais généraux	33,914,554	35,731,000	69,645,554	2,374	1,987	4,361
Directors' fees — Jetons de présence des administrateurs	485,236	24,000	509,236	—	—	—
Total	165,478,620	181,260,000	346,738,620	12,926	10,571	23,497

(1) Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés avant toute déduction.

GLOSSARY OF TERMS

AM — Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local — Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national — Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate — A station which is paid to broadcast at stated times programs of a given network.

Broadcasting — Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence — A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking — Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year — The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB — The Canadian Association of Broadcasters — L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC — Canadian Broadcasting Corporation — A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC — Canadian Radio-Television Commission, established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

CTV — CTV Television Network Limited, a national television network service comprising a group of privately owned television stations.

Call sign — A broadcasting station identification assigned by the Canadian Radio-Television Commission, consisting of a combination of letters and when applicable numerals.

GLOSSAIRE DES TERMES

MA — Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535 à 1650 kHz.

Publicité locale — Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale — Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée — Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion — Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion — Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion — Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion — Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le C.R.T.C.

C.A.B. (The Canadian Association of Broadcasters) — L'Association canadienne des radiodiffuseurs — Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada — Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

C.R.T.C. (Conseil de la Radio-Télévision canadienne). — Établi en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada

C.T.V. (CTV Television Network Limited) — Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif — Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radio-Télévision canadienne.

Channel - A frequency in the radio spectrum assigned to a radio or television station.

Canal - Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification of Survey Universe(1)

Classification de l'univers de l'enquête(1)

Business organization - This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Entreprise commerciale - Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Reporting unit - This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

Unité déclarante - La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

A reporting unit may consist of any one of the following:

Une unité déclarante peut prendre l'une des formes suivantes:

- (1) a single radio station operating independently,
- (2) a combination of radio stations (AM/FM),
- (3) a single or originating television station operating independently,
- (4) an originating television station operating in conjunction with a number of rebroadcasting stations or,
- (5) a regional television network such as Global Communications Limited.

- (1) une seule station de radio indépendante,
- (2) une combinaison de stations de radio (AM/FM),
- (3) une station indépendante de télévision unique ou émettrice,
- (4) une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
- (5) un réseau régional de télévision comme Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Sauf C.T.V. et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Broadcasting station - A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

Station de radiodiffusion - Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

DOC - Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

M.D.C. - Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

(1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

(1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (C.A.É.) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la C.A.É. correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

FM — Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence — See "Broadcasting Licence".

Licensee — A person or company licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

National sales representative — The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network — An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate — To broadcast a radio or television program from a specific location.

Program — Presentation in sound and/or image, by broadcast stations.

Radio — Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue — All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits — This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

MF — Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88 à 108 MHz et la partie sonore des signaux de télévision.

Licence — Voir "Radiodiffusion".

Titulaire de licence — Personne détentrice d'une licence délivrée par le Conseil de la Radio-Télévision canadienne et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national — Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau — Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir — Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission — Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio — Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes — Toutes les recettes de radiodiffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux — Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

SW - Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting - A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada - A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA - Television Association (T.V.A.) - An independent French language network of three stations operational as of March 31, 1972.

Telecast - A television broadcast.

Telecommunication - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television - A system of Telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel - A frequency in the radio spectrum assigned to a television station.

O.C. - En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur - Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada - Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

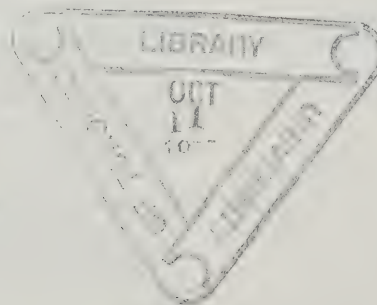
T.V.A. (Television Association) - Réseau français privé composé de trois stations. En exploitation depuis le 31 mars 1972.

Télédiffusion - Transmissions d'une émission de télévision.

Télécommunication - Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision - Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision - Bande de fréquences assignée à une station de télévision.



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- 56 - 001 Communications — Bulletin de service, HS., Bil.
- 56 - 002 Statistique des téléphones, M., Bil.
- 56 - 003 Radiodiffusion, M., Bil.
- 56 - 201 Télécommunications, A., Bil.
- 56 - 202 Statistique des téléphones — Bulletin préliminaire sur les grands réseaux téléphonique, A., Bil.
- 56 - 203 Statistique du téléphone, A., Bil.
- 56 - 204 Radio et télévision, A., Bil.
- 56 - 205 Télédistribution, A., Bil.

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Bil. — Bilingue

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- 56 - 203 Telephone Statistics, A., Bil.
- 56 - 204 Radio and Television Broadcasting, A., Bil.
- 56 - 205 Cable Television, A., Bil.

A. — Annual

O. — Occasional

Bil. — Bilingual

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Radio and television broadcasting

1976

Radiodiffusion et télévision

1976



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1976

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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-Television Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year-to-year and related to other forms of communication. Data are compiled on the broadcasting year from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the second year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radio-télévision canadienne (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (RC). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la deuxième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, page 16 according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle communale répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, page 16, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1975 and 1976:

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1975 et 1976:

Radio

Total Operating Revenues — Recettes totales d'exploitation

1975

1976(1)

Group — Groupe:

Group — Groupe:

1. Over \$1.7 million — Plus de \$1.7 million
2. \$1 million to — à \$1.7 million
3. \$700,000 to — à \$1 million
4. \$580,000 to — à \$700,000
5. \$434,000 to — à \$580,000
6. \$349,000 to — à \$434,000
7. \$273,000 to — à \$349,000
8. \$184,000 to — à \$273,000
9. \$107,000 to — à \$184,000
10. Under \$107,000 — Moins de \$107,000

1. Over \$2 million — Plus de \$2 millions
2. \$1.12 million to \$2 million — \$1.12 million à \$2 millions
3. \$799,900 to — à \$1.12 million
4. \$655,700 to — à \$799,900
5. \$468,700 to — à \$655,700
6. \$390,000 to — à \$468,700
7. \$323,000 to — à \$390,000
8. \$223,000 to — à \$323,000
9. \$137,000 to — à \$223,000
10. Under \$137,000 — Moins de \$137,000

Television — Télévision

Total Operating Revenues — Recettes totales d'exploitation

1975

1976(2)

Group — Groupe:

Group — Groupe:

1. Over \$4.5 million — Plus de \$4.5 millions
2. \$1.8 million to \$4.5 million — \$1.8 million à \$4.5 millions
3. \$1 million to — à \$1.8 million
4. Under \$1 million — Moins de \$1 million

1. Over \$4.5 million — Plus de \$4.5 millions
2. \$2.44 million to \$4.5 million — \$2.44 millions à \$4.5 millions
3. \$1.25 million to \$2.44 million — \$1.25 million à \$2.44 millions
4. Under \$1.25 million — Moins de \$1.25 million

(1) See Table 6, page 22. — Voir tableau 6, page 22.

(2) See Table 7, page 24. — Voir tableau 7, page 24.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

Canadian Broadcasting Corporation

Financial data of CBC, a crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March. Additionally, the calculation of the parliamentary grant replaces depreciation and amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets.

Although annual depreciation allowances were made and are shown in this publication, during the period under review principal and interest payments were not made on outstanding capital loans to the Corporation by Parliament.

Payment of principal and interest on loans due after March 31, 1974 has been deferred until March 31, 1979 in accordance with orders in Council. P.C. 1974-633, P.C. 1974-704 and P.C. 1974-856. Interest of \$14,053,194 for the year ended March 31, 1976 has not been recorded in the accounts (1975-76 Annual Report - Canadian Broadcasting Corporation).

CTV Television Network Limited

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars. De plus, le calcul de ces crédits remplace l'amortissement des immobilisations par un montant nécessaire au remboursement des prêts consentis à cette corporation par le gouvernement du Canada pour le financement de nouvelles immobilisations.

Bien que des provisions annuelles pour amortissement aient été faites et figurent dans cette publication, aucun versement de principal et d'intérêts n'a été fait au titre des prêts consentis à la société par l'État.

Les versements de principal et d'intérêts au titre des prêts venant à échéance après le 31 mars 1974 ont été différés jusqu'au 31 mars 1979 en vertu des décrets CP 1974-633, CP 1974-704 et CP 1974-856. Les intérêts pour l'année finissant le 31 mars 1976, soit \$14,053,194 ne figurent pas dans les comptes (Rapport annuel 1975-76 - Société Radio-Canada).

Canadian Broadcasting Corporation
Operating Revenues

Radio Canada
Recettes d'exploitation

	Radio	Television — Télévision	Total
thousands of dollars — milliers de dollars			
Local time sales — Ventes de temps d'antenne (local) ...	212	8,625	8,837
National time sales — Ventes de temps d'antenne (national)	47	21,187	21,234
Network time sales — Ventes de temps d'antenne (réseau)	82	28,567	28,649
Syndication and production — Droits de diffusion et services de production	—	300	300
Other — Autres	2	18,941	18,943
Total	343	77,620	77,963

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Analysis

Global Communications Limited although not in a profitable position for the period under review was almost in a break-even position on Sales Revenue of \$15 million. This contributed to reinforcing a positive cash flow situation in the broadcasting industry.

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1976 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates but not as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Analyse

Même si la société Global Communications Ltd. n'a pas réalisé de bénéfices pendant la période de référence, elle a presque atteint un seuil de rentabilité en touchant des recettes de \$15 millions au titre des ventes. Cela a contribué à maintenir positifs les mouvements de trésorerie de l'industrie de la radiodiffusion.

Le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1976; il ne tient pas compte de Radio-Canada. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec ses principale stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas inclus dans le compte des stations de télévision.

Classification of Survey Universe

Classification de l'univers de l'enquête

	Radio	Television - Télévision
Business organizations - Entreprises commerciales	240	59
Reporting units - Unités déclarantes	288	65
Stations	402	59(1)

(1) Originating stations. - Stations émettrices.

Excluding CBC, the following table shows the number of radio stations included in the 1976 survey and their relation to the reporting units.

Le tableau suivant indique le nombre de stations de radio prises en compte dans l'enquête de 1976 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

Radio

	Reporting units - Unités déclarantes	Stations
Single stations - Stations uniques	209	209
AM/FM combinations - Ensembles AM et FM	47	94
Other combinations of radio stations - Autres ensembles de stations de radiodiffusion	32	99
Total	288	402

Radio and Television Broadcasting operating revenues increased from the previous year by 19.2%. Revenue from the sale of air time was \$564.4 million in 1976 compared to \$473.3 million in 1975. Total Revenue in 1976 was \$604.5 million compared to \$505.8 million in 1975 an increase of 19.5%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 19.2 % celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$564.4 millions en 1976 contre \$473.3 millions en 1975; les recettes totales en 1976 s'établissaient à \$604.5 millions et ont dépassé de 19.5 % les \$505.8 millions enregistrés en 1975.

Revenue from Sale of Air Time by Source and Sector

Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television - Télévision	Total	Per cent - Pourcentage
thousands of dollars - milliers de dollars				
Private stations - Stations privées	241,459	264,219	505,678	89.6
CBC - Radio-Canada	341	58,379	58,720	10.4
Total	241,800	322,598	564,398	100.0
Per cent - Pourcentage	42.8	57.2	100.0	

Radio revenue from sale of air time increased 16.4% to \$241.8 million in 1976 from \$207.7 million in 1975. Television revenue from air time sales increased 21.7% to \$322.6 million in 1976 from \$265.6 million in 1975.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$207.7 millions en 1975 à \$241.8 millions en 1976 une augmentation de 16.4 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 21.7 %, passant de \$265.6 millions en 1975 à \$322.6 millions en 1976.

Air Time Sales by Type of Advertising and Source

Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television - Télévision			
	Private - Privée	CBC - Radio- Canada	Total	Per cent - Pour- centage	Private - Privée	CBC - Radio- Canada	Total	Per cent - Pour- centage
	thousands of dollars - milliers de dollars							
Local	173,186	212	173,398	71.7	76,125	8,625	84,750	26.3
National	67,816	47	67,863	28.1	142,681	21,187	163,868	50.8
Network - Réseau	457	82	539	0.2	45,413	28,567	73,980	22.9
Total	241,459	341	241,800	100.0	264,219	58,379	322,598	100.0
Per cent - Pourcentage	99.9	0.1	100.0		81.9	18.1	100.0	

Note: Slight discrepancies in tables are due to rounding. - Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Air Time Sales by Type of Advertising

Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television - Télévision	Total	Per cent - Pourcentage
	thousands of dollars - milliers de dollars			
Local	173,398	84,750	258,148	45.7
National	67,863	163,868	231,731	41.1
Network - Réseau	539	73,980	74,519	13.2
Total	241,800	322,598	564,398	100.0

Local time sales increased from \$217.7 million in 1975 to \$258.1 million in 1976 or 18.6%. National time sales increased from

Les ventes de temps d'antenne à l'échelle locale sont passées de \$217.7 millions en 1975 à \$258.1 millions en 1976, ce qui représente une

\$192.3 million in 1975 to \$231.7 million in 1976 or 20.5% while network time sales increased 19.6% from \$63.3 million in 1975 to \$74.5 million in 1976.

Operating expenses in the industry totalled \$800.8 million in 1976 compared to \$665.8 million in 1975 an increase of 20.3%. Depreciation was \$39.1 million in 1976 compared to \$37.0 million in 1975 an increase of 5.7%. Interest expense was \$12.2 million compared to \$9.4 million in 1975; an increase of 29.8%. The net cost of CBC operations increased 24.5% to \$333.9 million in 1976 from \$268.1 million in 1975. In private broadcasting, additions to income from other operations were \$8.0 million in 1976, compared to \$7.2 million in 1975. The net profit before tax in 1976 was \$96.2 million compared to \$70.6 million in 1975, an increase of 36.3%. Provision for income tax amounted to \$43.7 million in 1976 compared to \$36.4 million in 1975. The net profit from operations after provision for income tax was \$52.5 million compared to \$34.2 million in 1975 an increase of 53.5%.

In 1976 there were, on average, 24,680 employees directly employed in broadcasting compared to 23,499 in 1975 an increase of 1,181 employees. Salaries, wages, director's fees and fringe benefits paid were \$413.7 million in 1976 compared to \$346.7 million in 1975 an increase of \$67.0 million.

hausse de 18.6 % pendant que les ventes au niveau national passaient de \$192.3 millions en 1975 à \$231.7 millions en 1976 (+ 20.5 %) et que les ventes à l'échelle du réseau, qui étaient de \$63.3 millions en 1975 atteignaient \$74.5 millions en 1976 (+ 19.6 %).

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$800.8 millions en 1976 en comparaison de \$665.8 millions en 1975, ce qui représente un gain de 20.3 %. Les amortissements atteignaient \$39.1 millions en 1976, dépassant de 5.7 % le chiffre de \$37.0 millions enregistré en 1975. Les intérêts atteignaient \$12.2 millions en 1976 dépassant de 29.8 % le chiffre de \$9.4 millions en 1975. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$333.9 millions en 1976, soit une progression de 24.5 % par rapport aux \$268.1 millions de 1975. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$8.0 millions en 1976 en comparaison de \$7.2 millions en 1975. Le bénéfice net avant impôts s'établissait à \$96.2 millions en 1976 contre \$70.6 millions en 1975, une augmentation de 36.3 %. La provision pour impôts, qui était de \$43.7 millions en 1976, totalisait \$36.4 millions en 1975. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$52.5 millions, soit à 53.5 % sous celui de \$34.2 observé en 1975.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 24,680 en 1976, soit 1,181 de plus qu'en 1975. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$413.7 million en 1976, dépassant de \$67.0 millions le chiffre de \$346.7 millions enregistré en 1975.

STATISTICAL TABLES

TABLEAUX STATISTIQUES

TABLE 1. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1976, 1975 and 1974

TABLEAU 1. Recettes, dépenses et effectifs de l'industrie de la
RADIODIFFUSION et de la TÉLÉVISION, 1976, 1975 et 1974

	1976		1975		1974	
	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada	Private stations — Stations privées	CBC — Radio-Canada
Operating revenue — Recettes d'ex- ploitation:						
Revenue from sale of air time — Recettes de la vente de temps d'antenne:						
Local time sales — Ventes de temps d'antenne (local)	249,311,056	8,837,000	210,618,323	7,096,000	178,841,582	6,496,000
National time sales — Ventes de temps d'antenne (national) ..	210,497,045	21,234,000	172,419,546	19,881,000	147,547,933	18,322,000
Network time sales — Ventes de temps d'antenne (réseau)	45,870,268	28,649,000	37,423,736	25,871,000	32,893,749	23,942,000
Revenue from sale of air time — Recettes de la vente de temps d'antenne	505,678,369	58,720,000	420,461,605	52,848,000	359,283,264	48,760,000
Production and other revenue — Recettes de production et au- tres recettes:						
Syndication revenue — Ventes de droits de diffusion	531,657	—	1,945,797	—	314,651	—
Production revenue — Recettes de production	16,291,966	300,000	13,841,880	196,000	12,766,520	158,000
Other revenue — Autres recettes	4,041,446	18,943,000	5,560,229	10,908,000	4,091,492	1,147,000
Production and other revenue — Total — Recettes de production et autres recettes	20,865,069	19,243,000	21,347,906	11,104,000	17,172,663	1,305,000
Operating revenue — Total — Recettes d'exploitation	526,543,438	77,963,000	441,809,511	63,952,000	376,455,927	50,065,000
Departmental expenses — Dépenses internes:						
Program — Émissions	179,396,073	230,364,000	154,481,916	193,369,000	139,027,926	182,205,000
Technical — Services techniques	33,660,574	67,831,000	30,399,876	54,653,000	25,745,709	44,821,000
Sales and promotion — Ventes et promotion	76,175,056	15,199,000	65,850,127	12,867,000	57,952,451	10,819,000
Administration and general — Ad- ministration et frais généraux	117,990,646	80,166,000	100,993,650	53,164,000	83,934,282	41,228,000
Sub-total, departmental ex- penses — Total partiel, dépenses internes	407,222,349	393,560,000	351,725,569	314,053,000	306,660,368	279,073,000
Depreciation — Amortissement	19,003,349	20,114,000	17,338,636	19,644,000	15,768,654	19,281,000
Interest expense — Intérêts versés	12,178,846	—	9,412,199	—	8,322,691	6,684,000
Other adjustments, addition to (or deduction from) income — Autres redressements, ajoutés au revenu (ou déduits)	8,049,494	1,759,000	7,225,372	1,646,000	6,964,456	1,642,000
Net profit/loss before income taxes — Bénéfice net (perte) avant impôts	96,188,388	...	70,558,479	...	52,668,670	...
Net cost of CBC operations — Coût net d'exploitation de Radio- Canada	333,952,000	...	268,099,000	...	253,331,000
Provision for income taxes — Pro- vision pour impôts	43,663,978	...	36,369,090	...	31,269,746	...
Net profit/loss after income taxes — Bénéfice net (perte) après impôts	52,524,410	...	34,189,389	...	21,398,924	...
Average number of employees — Effectifs moyens	13,258	11,422	12,928	10,571	12,315	9,946

TABLE 2. Revenue, Expenses and Employees of the RADIO and TELEVISION
Broadcasting Industry, 1976

TABEAU 2. Recettes, dépenses et effectifs de l'industrie
de la RADIODIFFUSION et de la TÉLÉVISION, 1976

	Private stations - Stations privées			CBC - Radio-Canada	Total
	Radio	Television - Télévision	Total		
Operating revenue - Recettes d'exploitation:					
Revenue from sale of air time - Recettes de la vente de temps d'antenne:					
Local time sales - Ventes de temps d'antenne (local)	173,186,116	76,124,940	249,311,056	8,837,000	258,148,056
National time sales - Ventes de temps d'antenne (national)	67,816,411	142,680,634	210,497,045	21,234,000	231,731,045
Network time sales - Ventes de temps d'antenne (réseau)	456,788	45,413,480	45,870,268	28,649,000	74,519,268
Revenue from sale of air time - Total - Recettes de la vente de temps d'antenne	241,459,315	264,219,054	505,678,369	58,720,000	564,398,369
Production and other revenue - Recettes de production et autres recettes:					
Syndication Revenue - Ventes de droits de diffusion	25,595	506,062	531,657	-	531,657
Production revenue - Recettes de production	1,121,250	15,170,716	16,291,966	300,000	16,591,966
Other revenue - Autres recettes	1,712,970	2,328,476	4,041,446	18,943,000	22,984,446
Production and other revenue - Total - Recettes de production et autres recettes	2,859,815	18,005,254	20,865,069	19,243,000	40,108,069
Operating revenue - Total - Recettes d'exploitation	244,319,130	282,224,308	526,543,438	77,963,000	604,506,438
Departmental expenses - Dépenses internes:					
Program - Émissions	68,882,998	110,513,075	179,396,073	230,364,000	409,760,073
Technical - Services techniques	10,229,662	23,430,912	33,660,574	67,831,000	101,491,574
Sales and promotion - Ventes et promotion	50,074,709	26,100,347	76,175,056	15,199,000	91,374,056
Administration and general - Administration et frais généraux	69,055,926	48,934,720	117,990,646	80,166,000	198,156,646
Sub-total, departmental expenses - Total partiel, dépenses internes	198,243,295	208,979,054	407,222,349	393,560,000	800,782,349
Depreciation - Amortissement	7,000,121	12,003,228	19,003,349	20,114,000	39,117,349
Interest expense - Intérêts versés	5,602,435	6,576,411	12,178,846	-	12,178,846
Other adjustments - Autres redressements	2,736,108	5,313,386	8,049,494	1,759,000	9,808,494
Net profit (loss) before income taxes - Bénéfice net (perte) avant impôts	36,209,387	59,979,001	96,188,388	...	96,188,388
Net cost of CBC operations - Coût net d'exploitation de Radio-Canada	333,952,000	333,952,000
Provision for income taxes - Provision pour impôts	16,527,433	27,136,545	43,663,978	...	43,663,978
Net profit (loss) after income taxes - Bénéfice net (perte) après impôts	19,681,954	32,842,456	52,524,410	...	52,524,410
Average number of employees - Effectifs moyens	7,920	5,338	13,258	11,422	24,680

TABLE 3. Balance Sheet Data of RADIO and TELEVISION Broadcasting Industry, by Area, 1976

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du-Prince- Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario	Manitoba
		dollars					
	<u>ASSETS</u>						
	Current:						
1	Cash	173,436	994,014	248,156	2,415,608	3,138,769	2,708,735
2	Securities	—	1,430,000	95,005	10,699,615	2,205,664	—
3	Receivables (net)	1,861,599	3,833,941	3,258,777	24,271,802	37,163,997	4,104,224
4	Inventories	115,006	6,587	—	2,122,973	3,609,141	32,072
5	Prepaid expenses	87,922	9,216	40,792	2,100,072	8,139,006	—
6	Other	135,400	164,025	318,015	7,245,413	13,252,562	438,438
7	Total current assets	2,373,363	6,437,783	3,960,745	48,855,483	67,509,139	7,283,469
	Investments and advances:						
8	Associated companies	—	3,012,885	2,146,519	13,606,311	38,560,704	1,153,114
9	Other	82,063	516,024	307,371	2,457,679	1,543,182	148,633
10	Total investments and advances	82,063	3,528,909	2,453,890	16,063,990	40,103,886	1,301,747
	Fixed assets, broadcasting:						
11	Land, property and equipment	6,715,725	7,766,470	12,939,585	83,692,992	118,392,389	24,883,609
12	Accumulated depreciation	4,075,231	5,100,719	8,857,050	35,529,990	64,060,381	11,690,722
13	Net fixed assets, broadcasting	2,640,494	2,665,751	4,082,535	48,163,002	54,332,008	13,192,887
14	Net fixed assets, non-broadcasting	234,884	—	47,142	273,904	175,411	104,909
15	Intangible assets	15,000	719,727	216,758	12,859,583	13,414,734	6,070,252
16	Other assets	45,670	23,876	89,500	2,198,134	8,457,135	2,994,866
17	Total fixed and other assets	2,936,048	3,409,354	4,435,935	63,494,623	76,379,288	22,362,914
18	Total non-current assets	3,018,111	6,938,263	6,889,825	79,558,613	116,483,174	23,664,661
19	Total assets	5,391,474	13,376,046	10,850,570	128,414,096	183,992,313	30,948,130
	<u>LIABILITIES</u>						
	Current:						
20	Bank loans	1,033,837	158,596	581,121	2,101,157	9,786,980	671,356
21	Other loans	—	—	445,000	619,163	780,440	576,453
22	Accounts payable and accrued	869,363	1,057,416	1,459,173	13,146,140	19,958,819	1,764,375
23	Income tax payable	122,983	354,176	69,808	3,055,740	4,092,916	799,495
24	Dividends payable	—	1,168	—	88,554	385,800	—
25	Unearned income	—	—	—	83,923	29,271	738,760
26	Current portion long-term debt	110,974	48,133	211,013	3,729,289	2,212,820	158,908
27	Other	135,359	2,255,088	28,927	1,712,870	18,158,590	103,003
28	Total current liabilities	2,272,516	3,874,577	2,795,042	24,536,836	55,405,636	4,812,350
	Non-current liabilities:						
	Long-term debt:						
29	Notes	273,558	17,961	2,065,416	15,413,070	12,555,534	903,090
30	Mortgages and bonds	292,062	107,243	115,500	14,818,783	5,161,984	689,051
31	Debentures	578,428	56,500	—	12,760,201	21,414,716	6,248,500
32	Less current portion	110,974	48,133	211,013	3,729,289	2,212,820	158,908
33	Total long-term debt	1,033,074	133,571	1,969,903	39,262,765	36,919,414	7,681,733
34	Deferred income taxes	38,393	51,680	9,728	3,630,573	7,419,364	1,910,023
35	Other liabilities	—	943,506	327,689	4,917,609	15,900,710	1,631,232
36	Total non-current liabilities	1,071,467	1,128,757	2,307,320	47,810,947	60,239,488	11,222,988
37	Total liabilities	3,343,983	5,003,334	5,102,362	72,347,783	115,645,124	16,035,338
	Shareholders' equity:						
	Share capital issued:						
38	Preferred	47,500	72,770	301,250	5,572,085	16,554,270	20,620
39	Common	272,610	477,136	111,003	19,691,093	9,668,356	3,694,789
40	Retained earnings (accumulated deficit) at end of period	1,727,381	6,974,141	5,316,142	30,755,169	38,767,677	11,176,705
41	Other surplus	—	848,665	19,813	47,966	3,356,886	20,678
42	Total shareholders' equity	2,047,491	8,372,712	5,748,208	56,066,313	68,347,189	14,912,792
43	Total liabilities and equity	5,391,474	13,376,046	10,850,570	128,414,096	183,992,313	30,948,130

(1) This amount represents the equity of the Government of Canada in the CBC.

TABLEAU 3. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1976

Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Sub-total private stations — Total partiel, stations privées	CBC — Radio-Canada	Total private stations and CBC — Total, stations privées et Radio-Canada		N ^o
dollars							
ACTIF							
Disponibilités:							
1,996,928	1,580,303	1,616,741	14,872,690	6,240,000	21,112,690	Encaisse	1
1,124,489	3,057,081	460,161	19,072,015	—	19,072,015	Valeurs mobilières	2
4,215,531	9,440,149	9,321,132	97,471,152	14,539,000	112,010,152	Comptes à recevoir (nets)	3
105,860	723,341	57,355	6,772,335	40,460,000	47,232,335	Stocks	4
27,685	3,992,810	549,139	14,946,642	7,587,000	22,533,642	Frais payés d'avance	5
349,836	1,122,978	1,468,607	24,495,274	2,047,000	26,542,274	Autres	6
7,820,329	19,916,662	13,473,135	177,630,108	70,873,000	248,503,108	Total, disponibilités	7
Placements et avances:							
3,017,769	14,935,021	2,238,996	78,671,319	962,000	79,633,319	Sociétés affiliées	8
1,076,773	2,951,676	1,101,653	10,185,054	—	10,185,054	Autres	9
4,094,542	17,886,697	3,340,649	88,856,373	962,000	89,818,373	Total, placements et avances	10
Immobilisations, radiodiffusion:							
16,724,923	26,344,522	31,702,449	329,162,664	416,240,000	745,402,664	Terrains, installations et matériel	11
10,561,245	15,188,078	17,156,950	172,220,366	163,767,000	335,987,366	Amortissement accumulé	12
6,163,678	11,156,444	14,545,499	156,942,298	252,473,000	409,415,298	Immobilisations nettes, radiodiffusion	13
398,644	172,823	3,512,412	4,920,129	—	4,920,129	Immobilisations nettes, non de radiodiffusion	14
136,095	450,564	1,434,344	35,317,057	—	35,317,057	Immobilisations incorporelles	15
322,361	1,465,359	1,725,951	17,322,852	—	17,322,852	Autres éléments d'actif	16
7,020,778	13,245,190	21,218,206	214,502,336	252,473,000	466,975,336	Total, immobilisations et autres éléments d'actif	17
11,115,320	31,131,887	24,558,855	303,358,709	253,435,000	556,793,709	Total, actif non disponible	18
18,935,649	51,048,549	38,031,990	480,988,817	324,308,000	805,296,817	Total, actif	19
PASSIF							
Exigibilités:							
1,282,723	2,604,490	1,833,520	20,053,780	—	20,053,780	Emprunts bancaires	20
365,566	277,215	15,000	3,078,837	—	3,078,837	Autres emprunts	21
1,704,411	2,755,653	4,965,648	47,680,998	35,981,000	83,661,998	Comptes à payer et passif couru	22
492,405	799,196	1,029,449	10,816,168	—	10,816,168	Impôts sur le revenu à payer	23
345,000	6,977	20,281	847,780	—	847,780	Dividendes à verser	24
—	207,810	20,378	1,080,142	—	1,080,142	Revenu différé	25
170,019	1,345,517	710,994	8,697,667	—	8,697,667	Partie exigible de la dette à long terme	26
156,701	5,515,834	2,427,873	30,494,245	—	30,494,245	Autres	27
4,516,825	13,512,692	11,023,143	122,749,617	35,981,000	158,730,617	Total, exigibilités	28
Passif non exigible:							
Dette à long terme:							
442,888	13,312,082	4,498,773	49,482,372	—	49,482,372	Billets	29
265,085	501,662	509,092	22,460,462	—	22,460,462	Hypothèques et obligations garanties	30
128,570	629,512	2,252,756	44,069,183	—	44,069,183	Obligations non garanties	31
170,019	1,345,517	710,994	8,697,667	—	8,697,667	Moins la partie exigible	32
666,524	13,097,739	6,549,627	107,314,350	—	107,314,350	Total, dette à long terme	33
623,834	118,692	911,337	14,713,624	—	14,713,624	Impôt sur le revenu différés	34
57,768	4,623,813	2,857,682	31,260,009	—	31,260,009	Autres éléments de passif	35
1,348,126	17,840,244	10,318,646	153,287,983	—	153,287,983	Total, passif non exigible	36
5,864,951	31,352,936	21,341,789	276,037,600	35,981,000	312,018,600	Total, passif	37
Avoir des actionnaires:							
Capital-actions émis:							
189,700	446,600	1,147,244	24,352,039	—	24,352,039	Actions privilégiées	38
714,253	907,285	5,226,196	40,762,721	288,327,000	329,089,721	Actions ordinaires	39
8,893,066	18,207,050	10,049,446	131,866,777	—	131,866,777	Bénéfices non répartis (déficit accumulé) à la fin de la période	40
3,273,679	134,678	267,315	7,969,680	—	7,969,680	Autres surplus	41
13,070,698	19,695,613	16,690,201	204,951,217	288,327,000	493,278,217	Total, avoir des actionnaires	42
18,935,649	51,048,549	38,031,990	480,988,817	324,308,000	805,296,817	Total, passif et avoir des actionnaires	43

(1) Cette somme représente l'avoir propre du gouvernement du Canada à Radio-Canada.

TABLE 4. Revenue, Expenses and Employees of Privately Owned RADIO Broadcasting Industry, by Area, 1976

No.		Newfoundland and Prince Edward Island — Terre-Neuve et Île-du- Prince-Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Québec	Ontario
1	Reporting units	8	12	10	66	84
				dollars		
	Operating revenue:					
	Revenue from sale of air time:					
2	Local time sales	5,196,761	5,946,872	4,911,251	35,799,312	59,477,693
3	National time sales	885,298	1,868,673	1,000,157	15,534,718	28,880,116
4	Network time sales	345,570	—	17	29,264	6,991
5	Total revenue from sale of air time	6,427,629	7,815,545	5,911,425	51,363,294	88,364,800
	Production and other revenue:					
6	Syndication revenue	—	—	—	9,400	16,195
7	Production revenue	— 3,375	—	9,932	501,193	132,715
8	Other revenue	24,139	82,904	21,187	397,058	377,537
9	Total production and other revenue	20,764	82,904	31,119	907,651	526,447
10	Total operating revenue	6,448,393	7,898,449	5,942,544	52,270,945	88,891,247
	Departmental expenses:					
11	Program	2,193,362	2,068,862	1,686,310	15,458,728	24,281,481
12	Technical	448,224	443,669	288,365	2,125,730	3,632,966
13	Sales and promotion	919,010	1,534,792	1,025,271	10,843,405	19,038,504
14	Administration and general	2,070,410	2,704,322	1,676,838	16,527,725	22,876,475
15	Sub-total, departmental expenses	5,631,006	6,751,645	4,676,784	44,955,588	69,829,426
16	Depreciation	268,706	219,150	273,069	1,430,171	2,543,626
17	Interest expense	81,869	58,953	172,594	1,295,565	2,333,006
18	Other adjustments	— 11,135	207,961	51,023	191,430	1,259,514
19	Net profit (loss) before income taxes	455,677	1,076,662	871,120	4,781,051	15,444,703
20	Provision for income taxes	262,846	423,442	332,422	2,889,126	6,855,701
21	Net profit (loss) after income taxes	192,831	653,220	538,698	1,891,925	8,589,002
22	Salaries and benefits included in expenses	3,394,256	3,999,818	3,204,888	22,398,436	37,563,864
23	Average number of employees	282	319	213	1,736	2,721

TABLEAU 4. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1976

Manitoba	Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		N ^o
12	17	26	53	288	Unités déclarantes	1
dollars						
7,740,532	8,613,670	18,907,157	26,592,868	173,186,116	Recettes d'exploitation:	
2,732,303	2,354,099	6,436,624	8,124,423	67,816,411	Recettes de la vente de temps d'antenne:	
720	—	50,198	24,028	456,788	Ventes de temps d'antenne (local)	2
					Ventes de temps d'antenne (national)	3
					Ventes de temps d'antenne (réseau)	4
10,473,555	10,967,769	25,393,979	34,741,319	241,459,315	Total, recettes de la vente de temps d'antenne.	5
—	—	—	—	25,595	Recettes de production et autres recettes:	
78,098	66,420	273,851	62,416	1,121,250	Ventes de droits de diffusion	6
46,703	84,526	311,740	367,176	1,712,970	Recettes de production	7
					Autres recettes	8
124,801	150,946	585,591	429,592	2,859,815	Total, recettes de production et autres recettes.	9
10,598,356	11,118,715	25,979,570	35,170,911	244,319,130	Total, recettes d'exploitation	10
3,000,121	3,069,528	6,531,797	10,592,809	68,882,998	Dépenses internes:	
497,584	504,066	898,301	1,390,757	10,229,662	Emissions	11
2,150,341	2,159,229	5,222,137	7,182,020	50,074,709	Services techniques	12
2,707,101	3,195,595	7,249,553	10,047,907	69,055,926	Ventes et promotion	13
					Administration et frais généraux	14
8,355,147	8,928,418	19,901,788	29,213,493	198,243,295	Total partiel, dépenses internes	15
357,698	326,853	610,454	970,394	7,000,121	Amortissement	16
172,620	96,471	428,010	963,347	5,602,435	Intérêts versés	17
703	137,919	562,036	336,657	2,736,103	Autres redressements	18
1,713,594	1,904,892	5,601,354	4,360,334	36,209,387	Bénéfice net (perte) avant impôts	19
896,905	751,362	2,518,605	1,597,024	16,527,433	Provision pour impôts	20
816,689	1,153,530	3,082,749	2,763,310	19,681,954	Bénéfice net (perte) après impôts	21
4,927,886	5,368,523	11,442,450	17,057,368	109,357,489	Rémunération et avantages sociaux compris dans les dépenses.	22
379	425	750	1,095	7,920	Effectifs moyens	23

TABLE 5. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Area, 1976

No.		Atlantic provinces — Provinces de l'Atlantique	Québec	Ontario
1	Reporting units	6	13	18
	Operating revenue:		dollars	
	Revenue from sales of air time:			
2	Local time sales	6,468,589	26,430,424	12,735,123
3	National time sales	5,795,744	34,176,559	72,833,840
4	Network time sales	4,071,270	7,965,599	17,226,116
5	Total revenue from sale of air time	16,335,603	68,572,582	102,795,079
	Production and other revenue:			
6	Syndication revenue	—	—	314,550
7	Production revenue	408,464	4,648,757	7,388,811
8	Other revenue	65,115	460,014	823,371
9	Total production and other revenue	473,579	5,108,771	8,526,732
10	Total operating revenue	16,809,182	73,681,353	111,321,811
	Departmental expenses:			
11	Program	6,179,394	23,281,286	49,341,078
12	Technical	1,811,585	7,564,048	7,073,995
13	Sales and promotion	1,790,834	5,635,803	10,814,754
14	Administration and general	3,102,059	13,172,298	17,516,338
15	Sub-total departmental expenses	12,883,872	49,653,435	84,746,165
16	Depreciation	844,630	2,639,339	5,090,489
17	Interest expense	93,423	2,557,029	2,636,598
18	Other adjustments	62,803	2,751,880	1,930,265
19	Net profit (loss) before income taxes	3,050,060	21,583,430	20,778,824
20	Provision for income taxes	1,492,376	8,889,151	9,603,750
21	Net profit (loss) after taxes	1,557,684	12,694,279	11,175,074
22	Salaries and benefits included in expenses	5,244,538	22,477,892	29,113,397
23	Average number of employees	379	1,451	1,895

TABLEAU 5. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par région, 1976

Manitoba and/et Saskatchewan	Alberta	British Columbia and Yukon — Colombie- Britannique et Yukon	Total		Nº
10	10	8	65	Unités déclarantes	1
dollars					
9,954,818	14,070,124	6,465,862	76,124,940	Recettes d'exploitation:	
8,384,532	10,554,589	10,935,370	142,680,634	Recettes de la vente de temps d'antenne:	
5,486,521	5,740,580	4,923,394	45,413,480	Ventes de temps d'antenne (local)	2
				Ventes de temps d'antenne (national)	3
				Ventes de temps d'antenne (réseau)	4
23,825,871	30,365,293	22,324,626	264,219,054	Total, recettes de la vente de temps d'antenne	5
—	191,512	—	506,062	Recettes de production et autres recettes:	
538,998	2,145,332	40,354	15,170,716	Ventes de droits de diffusion	6
207,295	404,831	367,850	2,328,476	Recettes de production	7
				Autres recettes	8
746,293	2,741,675	408,204	18,005,254	Total, recettes de production et autres recettes.	9
24,572,164	33,106,968	22,732,830	282,224,308	Total, recettes d'exploitation	10
				Dépenses internes:	
9,590,562	13,765,418	8,355,337	110,513,075	Émissions	11
2,222,867	2,579,159	2,179,258	23,430,912	Services techniques	12
2,645,720	3,177,228	2,036,008	26,100,347	Ventes et promotion	13
4,311,877	6,463,229	4,368,919	48,934,720	Administration et frais généraux	14
18,771,026	25,985,034	16,939,522	208,979,054	Total partiel, dépenses internes	15
1,311,041	1,144,387	973,342	12,003,228	Amortissement	16
472,822	588,887	227,652	6,576,411	Intérêts versés	17
— 6,427	452,272	122,593	5,313,386	Autres redressements	18
4,010,848	5,840,932	4,714,907	59,979,001	Bénéfice net (perte) avant impôts	19
2,152,049	2,661,461	2,337,758	27,136,545	Provision pour impôts	20
1,858,799	3,179,471	2,377,149	32,842,456	Bénéfice net (perte) après impôts	21
7,814,548	9,884,804	6,980,684	81,515,863	Rémunération et avantages sociaux compris dans les dépenses.	22
518	656	439	5,338	Effectifs moyens	23

TABLE 6. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1976

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
1	Reporting units	28	29	29	29	29
				dollars		
	Operating revenue:					
	Revenue from sale of air time:					
2	Local time sales	59,598,237	31,444,840	20,703,604	16,360,769	13,702,731
3	National time sales	37,833,919	11,947,417	5,406,626	3,923,045	2,653,256
4	Network time sales	17,694	228,133	28,610	93,838	2,565
5	Total revenue from air time	97,449,850	43,620,390	26,138,840	20,377,652	16,358,552
	Production and other revenue:					
6	Syndication revenue	405	9,400	—	15,790	—
7	Production revenue	559,615	149,827	54,228	132,583	21,846
8	Other revenue	576,736	173,614	167,906	452,586	52,573
9	Total production/other revenue	1,136,756	332,841	222,134	600,959	74,419
10	Total operating revenue	98,586,606	43,953,231	26,360,974	20,978,611	16,432,971
	Departmental expenses:					
11	Program	25,104,492	12,635,154	7,898,500	6,273,407	4,961,987
12	Technical	2,681,436	1,928,539	1,304,081	1,101,867	918,856
13	Sales and promotion	20,654,521	9,382,229	5,449,241	4,431,888	3,332,103
14	Administration and general	22,992,314	11,506,406	8,368,612	6,490,522	5,343,929
15	Sub-total departmental expenses	71,432,763	35,452,328	23,020,434	18,297,684	14,556,875
16	Depreciation	1,907,887	1,423,525	795,866	647,610	533,051
17	Interest expense	2,685,188	334,795	425,291	446,643	406,479
18	Other adjustments	1,530,186	— 16,731	367,257	624,088	51,581
19	Net profit before income tax	24,090,954	6,725,852	2,486,640	2,210,762	988,147
20	Provision for income taxes	10,806,144	3,177,536	977,958	787,213	502,848
21	Net profit after income taxes	13,284,810	3,548,316	1,508,682	1,423,549	485,299
22	Salaries and benefits included in expenses.	35,644,844	19,350,837	13,739,254	10,615,829	8,967,442
23	Average number of employees	1,944	1,326	1,024	821	749

TABLEAU 6. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par tranche de recettes, 1976

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		N ^o
29	29	29	29	28	288	Unités déclarantes	1
dollars							
10,022,678	8,556,780	6,373,690	4,618,252	1,804,535	173,186,116	Recettes d'exploitation:	
2,263,980	1,673,596	1,212,927	598,916	302,729	67,816,411	Recettes de la vente de temps d'antenne:	
167	— 872	50,665	24,540	11,448	456,788	Ventes de temps d'antenne (local)	2
						Ventes de temps d'antenne (national) ..	3
						Ventes de temps d'antenne (réseau)	4
12,286,825	10,229,504	7,637,282	5,241,708	2,118,712	241,459,315	Total, recettes de la vente de temps d'antenne.	5
						Recettes de production et autres recettes:	
—	—	—	—	—	25,595	Ventes de droits de diffusion	6
77,012	50,882	45,542	23,780	5,935	1,121,250	Recettes de production	7
74,120	64,591	22,644	88,659	39,541	1,712,970	Autres recettes	8
151,132	115,473	68,186	112,439	45,476	2,859,815	Total, recettes de production et autres recettes.	9
12,437,957	10,344,977	7,705,468	5,354,147	2,164,188	244,319,130	Total, recettes d'exploitation	10
3,892,847	3,279,176	2,558,461	1,643,617	635,357	68,882,998	Dépenses internes:	
666,908	639,748	436,979	369,604	181,644	10,229,662	Émissions	11
2,211,311	1,872,058	1,546,906	838,227	356,225	50,074,709	Services techniques	12
4,235,263	3,655,573	3,042,899	2,344,775	1,075,633	69,055,926	Ventes et promotion	13
						Administration et frais généraux	14
11,006,329	9,446,555	7,585,245	5,196,223	2,248,859	198,243,295	Total partiel, dépenses internes	15
570,571	390,052	358,822	246,969	125,768	7,000,121	Amortissement	16
582,566	310,271	281,250	78,902	51,050	5,602,435	Intérêts versés	17
— 16,381	26,897	53,465	12,765	102,981	2,736,108	Autres redressements	18
262,110	224,996	— 466,384	— 155,182	— 158,508	36,209,387	Bénéfice net (perte) avant impôts	19
— 19,591	164,943	55,514	62,785	12,083	16,527,433	Provision pour impôts	20
281,701	60,053	— 521,898	— 217,967	— 170,591	19,681,954	Bénéfice net (perte) après impôts	21
6,416,155	5,959,128	4,606,459	2,882,083	1,175,458	109,357,489	Rémunération et avantages sociaux compris dans les dépenses.	22
595	566	451	316	128	7,920	Effectifs moyens	23

TABLE 7. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1976

No.		Group 1 — Groupe 1	Group 2 — Groupe 2
1	Reporting units	16	17
	Operating revenue:		
	Revenue from sale of air time:		
2	Local time sales	42,224,497	15,881,052
3	National time sales	111,450,535	19,077,493
4	Network time sales	20,109,689	19,479,341
5	Total revenue from sale of air time	173,784,721	54,437,886
	Production and other revenue:		
6	Syndication revenue	273,328	11,697
7	Production revenue	13,174,109	1,071,989
8	Other revenue	1,064,201	627,220
9	Total production/other revenue	14,511,638	1,710,906
10	Total operating revenue	188,296,359	56,148,792
	Departmental expenses:		
11	Program	73,996,882	25,897,798
12	Technical	14,342,042	4,965,016
13	Sales and promotion	15,717,415	5,642,187
14	Administration and general	30,054,099	9,655,892
15	Sub-total departmental expense	134,110,438	46,160,893
16	Depreciation	6,984,012	2,160,470
17	Interest expense	4,829,570	1,081,468
18	Other adjustments	4,210,554	460,309
19	Net profit before income tax	46,582,893	7,206,270
20	Provision for income taxes	20,977,015	3,362,310
21	Net profit after income taxes	25,605,878	3,843,960
22	Salaries and benefits included in expenses	49,793,694	16,762,072
23	Average number of employees	2,958	1,177

TABLEAU 7. Recettes, dépenses et effectifs de l'industrie et de la TÉLÉVISION privée, par tranche de recettes, 1976

Group 3 — Groupe 3	Group 4 — Groupe 4	Total		N°
16	16	65	Unités déclarantes	1
			Recettes d'exploitation:	
			Recettes de la vente de temps d'antenne:	
12,529,543	5,489,848	76,124,940	Ventes de temps d'antenne (local)	2
9,137,646	3,014,960	142,680,634	Ventes de temps d'antenne (national) ..	3
3,513,198	2,311,252	45,413,480	Ventes de temps d'antenne (réseau)	4
25,180,387	10,816,060	264,219,054	Total, recettes de la vente de temps d'antenne.	5
			Recettes de production et autres recettes:	
221,037	—	506,062	Ventes de droits de diffusion	6
785,397	139,221	15,170,716	Recettes de production	7
442,007	195,048	2,328,476	Autres recettes	8
1,448,441	334,269	18,005,254	Total, recettes de production et autres recettes	9
26,628,828	11,150,329	282,224,308	Total, recettes d'exploitation	10
			Dépenses internes:	
7,480,969	3,137,426	110,513,075	Émissions	11
2,740,477	1,383,377	23,430,912	Services techniques	12
3,393,789	1,346,956	26,100,347	Ventes et promotion	13
5,523,462	3,701,267	48,934,720	Administration et frais généraux	14
19,138,697	9,569,026	208,979,054	Total partiel, dépenses internes	15
1,911,329	947,417	12,003,228	Amortissement	16
415,035	250,338	6,576,411	Intérêts versés	17
224,642	417,881	5,313,386	Autres redressements	18
5,388,409	801,429	59,979,001	Bénéfice net (perte) avant impôts	19
2,489,811	307,409	27,136,545	Provision pour impôts	20
2,898,598	494,020	32,842,456	Bénéfice net (perte) après impôts	21
10,108,940	4,851,157	81,515,863	Rémunération et avantages sociaux compris dans les dépenses.	22
791	412	5,338	Effectifs moyens	23

TABLE 8. Income Statement for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1976

TABLEAU 8. État des revenus de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1976

	Radio	Television — Télévision	Total
	dollars		
Operating income (loss) before under noted items — Bénéfice d'exploitation (perte) avant les postes suivantes	46,075,835	73,245,254	119,321,089
Depreciation (recorded in accounts) — Amortissement (comptabilisé)	7,000,121	12,003,228	19,003,349
Interest expense — Intérêts versés	5,602,435	6,576,411	12,178,846
Investment and interest income — Immobilisation et d'intérêts perçus	2,007,994	1,405,831	3,413,825
Incidental broadcasting income — Recettes accessoires de radiodiffusion	313,083	3,347,840	3,660,923
Adjustment of prior years income — Redressement du revenu des années précédentes	— 1,491	— 246,056	— 247,547
Amortization of organization and start of expense — Amortissement des frais d'établissement et de mise en marche	193,073	171,738	364,811
Net operating profit (loss) — Bénéfice net d'exploitation (perte)	35,599,792	59,001,492	94,601,284
Amortization of goodwill — Amortissement de l'achalandage	70,835	184,267	255,102
Gain (loss) from sale of fixed assets, investments, etc. — Gains (pertes) sur vente d'immobilisations	680,430	1,161,776	1,842,206
Net profit (loss) before income tax — Bénéfice (perte) avant impôts	36,209,387	59,979,001	96,188,388
Provision for income taxes — Provision pour impôts sur le revenu	16,527,433	27,136,545	43,663,978
Net profit after income taxes — Bénéfice net (perte) après déduction de l'impôt sur le revenu	19,681,954	32,842,456	52,524,410

TABLE 9. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1976

TABLEAU 9. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1976

	Dollars
Source of funds — Provenance des fonds:	
Operations — Exploitation:	
Net profit from broadcast operations after tax — Bénéfice net provenant de l'exploitation des entreprises de radiodiffusion, après impôts	52,524,410
Net profit from non-broadcast operations after tax — Bénéfice net provenant d'activités autres que la radiodiffusion après impôts	— 2,520,512
Expenses not requiring outlay of funds — Dépenses ne nécessitant pas de mise de fonds:	
Depreciation and amortization (recorded in accounts) — Dépréciation et amortissement (comptabilisé)	20,597,635
Deferred income taxes — Impôts sur le revenu différés	4,147,281
Funds provided from operations — Total — Ensemble des fonds provenant de l'exploitation	74,748,814
Other — Autres:	
Increase in long term debt — Augmentation de la dette à long terme	19,097,391
Proceeds from sale of share capital — Produit de la vente du capital-actions	4,780,449
Decrease in fixed assets — Diminution des immobilisations:	
(a) Broadcast only — Activités de radiodiffusion seulement	2,177,199
(b) Non-broadcasting — Autres que la radiodiffusion	2,167,458
Decrease in investments and advances — Diminution des placements et des avances	5,862,191
Other sources of funds provided — Autres sources de fonds fournis	14,341,215
Other funds provided — Total — Ensemble des autres fonds fournis	48,425,903
Funds provided — Total — Fonds fournis	123,174,717
Application of funds — Utilisation des fonds:	
Additions to fixed assets — Additions aux immobilisations:	
(a) Broadcast only — Activités de radiodiffusion seulement	36,078,300
(b) Non-broadcasting — Autres que la radiodiffusion	1,592,435
Additions to investments and advances — Accroissement des placements et des avances	20,923,000
Deferred expenditures — Dépenses différées	1,088,398
Dividends declared — Dividendes déclarés:	
(a) Common shares — Actions ordinaires	19,384,041
(b) Preferred shares — Actions privilégiées	769,315
Reduction of long term debt — Diminution de la dette à long terme	14,335,099
Redemption of shares — Rachat d'actions	358,168
Other application of funds — Autres utilisations des fonds	12,890,520
Funds used — Total — Fonds utilisés	107,419,276
Increase in working capital — Augmentation du fonds de roulement	15,755,441
Working capital at beginning of year — Fonds de roulement au début de l'année	39,125,050
Working capital at August 31 — Fonds de roulement au 31 août	54,880,491

TABLE 10. Detail of Property, Plant and Equipment of the RADIO and TELEVISION Broadcasting Industry, 1976

TABLEAU 10. Détail des terrains, des bâtiments, des installations et du matériel, industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1976

Fixed asset classification — Classification des immobilisations	Private stations — Stations privées	
	Radio stations — Stations de radio	Television stations — Stations de télévision
	dollars	
Land - Terrains	8,350,775	3,365,008
Land improvements and buildings - Améliorations foncières et bâtiments	16,216,574	44,295,250
Tower and antenna system - Installations de pylônes et d'antennes	11,792,842	16,597,613
Transmitter equipment - Matériel émetteur	33,233,266	28,810,344
Studio and technical equipment - Matériel technique de studio ...	28,176,307	86,974,494
Mobile equipment - Cars de reportage	650,146	3,733,882
Automobiles and trucks - Voitures et camions	2,327,721	1,315,258
Furniture and fixtures - Meubles et articles d'ameublement	8,545,929	6,690,096
Other property, plant and equipment - Autres immobilisations corporelles	2,077,024	15,075,453
Leasehold improvements - Améliorations locatives	6,435,671	4,499,011
Property, plant and equipment - Total - Terrains, bâtiments, installations et matériel	117,806,255	211,356,409
Accumulated depreciation - Amortissement accumulé	61,654,891	110,565,475
Property, plant and equipment net of accumulated depreciation at August 31, 1975 - Total - Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1975	56,151,364	100,790,934
	Radio and television stations — Stations de radio et de télévision	
	Private stations — Stations privées	CBC — Radio-Canada
	dollars	
Land - Terrains	11,715,783	24,168,783
Land improvements and buildings - Améliorations foncières et bâtiments	60,511,824	192,302,824
Tower and antenna system - Installations de pylônes et d'antennes	28,390,455	28,390,455
Transmitter equipment - Matériel émetteur	62,043,610	317,584,610
Studio and technical equipment - Matériel technique de studio ...	115,150,801	115,150,801
Mobile equipment - Cars de reportage	4,384,028	4,384,028
Automobiles and trucks - Voitures et camions	3,642,979	7,370,979
Furniture and fixtures - Meubles et articles d'ameublement	15,236,025	27,963,025
Other property, plant and equipment - Autres immobilisations corporelles	17,152,477	17,152,477
Leasehold improvements - Améliorations locatives	10,934,682	10,934,682
Property, plant and equipment - Total - Terrains, bâtiments, installations et matériel	329,162,664	745,402,664
Accumulated depreciation - Amortissement accumulé	172,220,366	335,987,366
Property, plant and equipment net of accumulated depreciation at August 31, 1975 - Total - Terrains, bâtiments, instal- lations et matériel après déduction de l'amortissement accumulé au 31 août 1975	156,942,298	409,415,298

TABLE 11A. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1976
(Historical Cost)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	3,283,956	1,785,498	718,248	480,513	469,175
2	Land improvements and buildings	3,269,269	3,111,881	1,779,526	1,511,218	1,447,893
3	Tower and antenna system	2,691,964	1,557,918	1,646,302	1,675,906	1,011,134
4	Transmitter equipment	9,187,288	5,189,436	3,894,550	3,202,241	2,962,304
5	Studio and technical equipment	7,247,358	5,699,706	3,774,576	2,704,018	2,756,751
6	Mobile equipment	286,036	112,748	73,862	39,348	47,615
7	Automobiles and trucks	612,885	490,433	326,524	189,656	184,002
8	Furniture and fixtures	2,701,722	1,523,283	970,252	852,430	712,237
9	Other property, plant and equipment	1,056,727	174,294	95,445	66,293	21,296
10	Leasehold improvements	3,033,334	988,386	434,084	569,320	456,353
11	Total property, plant and equipment	33,370,539	20,633,583	13,713,369	11,290,943	10,068,760

TABLE 11B. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1976
(Accumulated Standardized Depreciation)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	—	—	—	—	—
2	Land improvements and buildings	1,523,695	1,463,208	600,057	464,321	714,316
3	Tower and antenna system	2,188,690	934,644	1,177,057	785,958	671,727
4	Transmitter equipment	5,465,082	3,314,967	2,325,656	2,045,348	1,772,100
5	Studio and technical equipment	4,875,114	3,540,150	2,563,566	1,659,717	2,035,090
6	Mobile equipment	130,484	65,893	61,217	22,341	21,913
7	Automobiles and trucks	302,429	233,764	185,664	96,361	113,955
8	Furniture and fixtures	1,640,706	969,274	626,754	482,433	477,243
9	Other property, plant and equipment	640,645	28,201	55,615	37,071	9,340
10	Leasehold improvements	1,722,540	532,928	239,309	295,162	188,055
11	Total property, plant and equipment	18,489,385	11,083,029	7,834,895	5,888,712	6,003,739

TABLE 11C. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry by Revenue Group, 1976
(Depreciated Values)

No.		Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Group 5 — Groupe 5
		dollars				
1	Land	3,283,956	1,785,498	718,248	480,513	469,175
2	Land improvements and buildings	1,745,574	1,648,673	1,179,469	1,046,897	733,577
3	Tower and antenna system	503,274	623,274	469,245	889,948	339,407
4	Transmitter equipment	3,722,206	1,874,469	1,568,894	1,156,893	1,190,204
5	Studio and technical equipment	2,372,244	2,159,556	1,211,010	1,044,301	721,661
6	Mobile equipment	155,552	46,855	12,645	17,007	25,702
7	Automobiles and trucks	310,456	256,669	140,860	93,295	70,047
8	Furniture and fixtures	1,061,016	554,009	343,498	369,997	234,994
9	Other property, plant and equipment	416,082	146,093	39,830	29,222	11,956
10	Leasehold improvements	1,310,794	455,458	194,775	274,158	268,298
11	Total property, plant and equipment	14,881,154	9,550,554	5,878,474	5,402,231	4,065,021

TABLEAU 11A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1976 (coût d'origine)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		Nº
dollars							
488,866	480,257	412,641	106,144	125,477	8,350,775	Terrains	1
2,247,169	1,341,925	881,531	348,889	277,273	16,216,574	Améliorations foncières et bâtiments	2
825,030	983,537	660,657	479,055	261,339	11,792,842	Installations de pylones et d'antennes	3
2,619,126	2,034,349	2,341,823	1,212,303	589,846	33,233,266	Matériel émetteur	4
1,880,748	1,282,422	1,236,751	1,161,530	432,447	28,176,307	Matériel technique et de studio	5
16,009	25,847	21,482	23,551	3,648	650,146	Cars de reportage	6
178,490	153,883	92,731	67,834	31,283	2,327,721	Voitures et camions	7
636,292	559,969	272,270	229,342	88,132	8,545,929	Meubles et articles d'ameublement	8
521,659	59,562	43,746	27,407	10,595	2,077,024	Autres immobilisations corporelles	9
347,358	176,493	190,862	160,996	78,485	6,435,671	Améliorations locatives	10
9,760,747	7,098,244	6,154,494	3,817,051	1,898,525	117,806,255	Total, terrains, bâtiments installations et matériel ...	11

TABLEAU 11B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1976 (amortissement normalisé accumulé)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		Nº
dollars							
—	—	—	—	—	—	Terrains	1
1,031,803	625,329	295,811	141,760	47,947	6,908,247	Améliorations foncières et bâtiments	2
538,288	472,001	258,824	296,160	95,290	7,418,639	Installations de pylones et d'antennes	3
1,769,872	1,200,737	952,699	587,574	203,997	19,638,032	Matériel émetteur	4
1,393,431	950,265	384,473	635,787	250,188	18,287,781	Matériel technique et de studio	5
12,825	5,545	5,576	7,890	1,179	334,863	Cars de reportage	6
87,097	83,954	32,017	41,210	16,067	1,192,518	Voitures et camions	7
419,181	408,144	138,473	133,967	45,090	5,341,265	Meubles et articles d'ameublement	8
71,321	34,605	12,565	22,701	327	912,391	Autres immobilisations corporelles	9
78,043	89,555	82,195	83,407	27,159	3,338,353	Améliorations locatives	10
5,401,861	3,870,135	2,162,633	1,950,456	687,244	63,372,089	Total, terrains, bâtiments installations et matériel ...	11

TABLEAU 11C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1976 (après déduction de l'amortissement accumulé)

Group 6 — Groupe 6	Group 7 — Groupe 7	Group 8 — Groupe 8	Group 9 — Groupe 9	Group 10 — Groupe 10	Total		Nº
dollars							
488,866	480,257	412,641	106,144	125,477	8,350,775	Terrains	1
1,215,366	716,596	585,720	207,129	229,326	9,308,327	Améliorations foncières et bâtiments	2
286,742	511,536	401,833	182,895	166,049	4,374,203	Installations de pylones et d'antennes	3
849,254	833,612	1,389,124	624,729	385,849	13,595,234	Matériel émetteur	4
487,317	332,157	852,278	525,743	182,259	9,888,526	Matériel technique et de studio	5
3,184	20,302	15,906	15,661	2,469	315,283	Cars de reportage	6
91,393	69,929	60,714	26,624	15,216	1,135,203	Voitures et camions	7
217,111	151,825	133,797	95,375	43,042	3,204,664	Meubles et articles d'ameublement	8
450,338	24,957	31,181	4,706	10,268	1,164,633	Autres immobilisations corporelles	9
269,315	86,938	108,667	77,589	51,326	3,097,318	Améliorations locatives	10
4,358,886	3,228,109	3,991,861	1,866,595	1,211,281	54,434,166	Total, terrains, bâtiments installations et matériel ...	11

TABLE 12A. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1976
(Historical Cost)

TABLEAU 12A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1976
(coût d'origine)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	2,522,742	431,494	325,827	84,945	3,365,008
Land improvements and buildings - Améliorations foncières et bâtiments	34,762,655	4,510,458	3,805,054	1,217,083	44,295,250
Tower and antenna system - Installations de pylones et d'antennes	6,716,609	3,581,697	4,416,331	1,882,976	16,597,613
Transmitter equipment - Matériel émetteur	12,843,480	6,567,251	6,154,866	3,244,747	28,810,344
Studio and technical equipment - Matériel technique et de studio	55,884,354	13,303,703	11,496,690	6,289,747	86,974,494
Mobile equipment - Cars de reportage	3,062,118	484,475	181,187	6,102	3,733,882
Automobiles and truck - Voitures et camions	515,017	290,994	341,937	167,310	1,315,258
Furniture and fixtures - Meubles et articles d'ameublement ..	4,256,342	1,087,295	923,061	423,398	6,690,096
Other property, plant and equipment - Autres immobilisations corporelles	12,655,030	824,946	182,524	1,412,953	15,075,453
Leasehold improvements - Améliorations locatives	3,306,393	866,830	139,833	185,955	4,499,011
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	136,524,740	31,949,143	27,967,310	14,915,216	211,356,409

TABLE 12B. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1976
(Accumulated Standardized Depreciation)

TABLEAU 12B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1976
(amortissement normalisé accumulé)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	—	—	—	—	—
Land improvements and buildings - Améliorations foncières et bâtiments	9,730,870	2,434,884	2,318,908	754,217	15,238,879
Tower and antenna system - Installations de pylones et d'antennes	3,695,190	2,377,235	2,866,551	1,221,536	10,160,532
Transmitter equipment - Matériel émetteur	5,776,534	4,410,180	3,788,624	2,061,463	16,036,801
Studio and technical equipment - Matériel technique et de studio	35,748,500	8,427,748	7,607,577	4,028,960	55,812,785
Mobile equipment - Cars de reportage	1,630,707	239,756	91,825	2,231	1,964,519
Automobiles and truck - Voitures et camions	260,673	138,864	206,467	89,406	695,410
Furniture and fixtures - Meubles et articles d'ameublement ..	2,345,506	721,463	631,987	267,118	3,966,074
Other property, plant and equipment - Autres immobilisations corporelles	629,497	76,836	143,058	61,494	910,885
Leasehold improvements - Améliorations locatives	1,138,802	466,423	46,039	115,678	1,766,942
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	60,956,279	19,293,389	17,701,036	8,602,123	106,552,827

TABLE 12C. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry by Revenue Group, 1976
(Depreciated values)

TABLEAU 12C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1976
(après déduction de l'amortissement accumulé)

	Group 1 — Groupe 1	Group 2 — Groupe 2	Group 3 — Groupe 3	Group 4 — Groupe 4	Total
	dollars				
Land - Terrains	2,522,742	431,494	325,827	84,945	3,365,008
Land improvements and buildings - Améliorations foncières et bâtiments	25,031,785	2,075,574	1,486,146	462,866	29,056,371
Tower and antenna system - Installations de pylones et d'antennes	3,021,419	1,204,462	1,549,780	661,420	6,437,081
Transmitter equipment - Matériel émetteur	7,066,946	2,157,071	2,366,242	1,183,284	12,773,543
Studio and technical equipment - Matériel technique et de studio	20,135,854	4,875,955	3,889,113	2,260,787	31,161,709
Mobile equipment - Cars de reportage	1,431,411	244,719	89,362	3,871	1,769,363
Automobiles and truck - Voitures et camions	254,344	152,130	135,470	77,904	619,848
Furniture and fixtures - Meubles et articles d'ameublement ..	1,910,836	365,832	291,074	156,280	2,724,022
Other property, plant and equipment - Autres immobilisations corporelles	12,025,533	748,110	39,466	1,351,459	14,164,568
Leasehold improvements - Améliorations locatives	2,167,591	400,407	93,794	70,277	2,732,069
Property, plant and equipment - Total - Terrains, bâti- ments, installations et matériel	75,568,461	12,655,754	10,266,274	6,313,093	104,803,582

TABLE 13. Salaries, Wages and Fringe Benefits, and Employee Statistics of The RADIO and TELEVISION Broadcasting Industry, by Staff Categories, 1976

TABLEAU 13. Rémunérations et avantages sociaux, et effectifs de l'industrie de la RADIODIFFUSION et de la TELEVISION, par catégorie de personnel, 1976

	Total remuneration(1) — Rémunérations totales(1)			Average number of employees — Effectifs moyens		
	Private stations — Stations privées	CBC — Radio- Canada	Total	Private stations — Stations privées	CBC — Radio- Canada	Total
	dollars			number — nombre		
Program — Émissions	94,277,660	149,878,000	244,155,660	7,601	7,641	15,242
Technical — Services techniques	17,839,813	11,544,000	29,383,813	1,333	663	1,996
Sales and promotion — Ventes et promotion	40,216,910	9,317,000	49,533,910	2,010	491	2,501
Administration and general — Administration et frais généraux	37,897,759	52,044,000	89,941,759	2,314	2,627	4,941
Directors' fees — Jetons de présence des administrateurs	641,210	31,000	672,210	—	—	—
Total	190,873,352	222,814,000	413,687,352	13,258	11,422	24,680

(1) Represents gross payrolls which includes all monies paid to the employees before any deductions. — Rémunérations brutes, soit toutes les sommes versées aux salariés avant toute déduction.

AM — Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local — Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national — Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate — A station which is paid to broadcast at stated times programs of a given network.

Broadcasting — Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence — A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking — Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year — The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB — The Canadian Association of Broadcasters — L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC — Canadian Broadcasting Corporation — A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC — Canadian Radio-Television Commission, established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

CTV — CTV Television Network Limited, a national television network service comprising a group of privately owned television stations.

Call sign — A broadcasting station identification assigned by the Canadian Radio-Television Commission, consisting of a combination of letters and when applicable numerals.

MA — Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535 à 1650 kHz.

Publicité locale — Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale — Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée — Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion — Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion — Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion — Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion — Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters) — L'Association canadienne des radiodiffuseurs — Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada — Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la Radio-Télévision canadienne) — Établi en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited) — Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif — Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radio-Télévision canadienne.

Channel - A frequency in the radio spectrum assigned to a radio or television station.

Classification of Survey Universe(1)

Business organization - This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit - This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

- (1) a single radio station operating independently,
- (2) a combination of radio stations (AM/FM),
- (3) a single or originating television station operating independently,
- (4) an originating television station operating in conjunction with a number of rebroadcasting stations or,
- (5) a regional television network such as Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Broadcasting station - A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

DOC - Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

- (1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (S.I.C.). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the S.I.C. exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

Canal - Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification de l'univers de l'enquête(1)

Entreprise commerciale - Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante - La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

- (1) une seule station de radio indépendante,
- (2) une combinaison de stations de radio (AM/FM),
- (3) une station indépendante de télévision unique ou émettrice,
- (4) une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
- (5) un réseau régional de télévision comme Global Communications Limited.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Station de radiodiffusion - Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC - Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

- (1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

FM — Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence — See "Broadcasting Licence".

Licensee — A person or company licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

National sales representative — The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network — An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate — To broadcast a radio or television program from a specific location.

Program — Presentation in sound and/or image, by broadcast stations.

Radio — Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue — All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits — This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

MF — Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88 à 108 MHz et la partie sonore des signaux de télévision.

Licence — Voir "Radiodiffusion".

Titulaire de licence — Personne détentrice d'une licence délivrée par le Conseil de la Radio-Télévision canadienne et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national — Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau — Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contract d'affiliation.

Provenir — Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission — Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio — Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes — Toutes les recettes de radiodiffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux — Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

SW - Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting - A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada - A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA - Television Association (TVA) - An independent French language network of three stations operational as of March 31, 1972.

Telecast - A television broadcast.

Telecommunication - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television - A system of Telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel - A frequency in the radio spectrum assigned to a television station.

OC - En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur - Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada - Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

TVA (Television Association) - Réseau français privé composé de trois stations. En exploitation depuis le 31 mars 1972.

Télédiffusion - Transmissions d'une émission de télévision.

Télécommunication - Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision - Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision - Bande de fréquences assignée à une station de télévision.



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Radio and television broadcasting

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Radiodiffusion et télévision

1977



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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-Television Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year-to-year and related to other forms of communication. Data are compiled on the broadcasting year from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the fourth year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radio-télévision canadienne (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (RC). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radio-diffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la quatrième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, page 16 according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle commune répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, page 16, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1976 and 1977:

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1976 et 1977:

Radio

Total Operating Revenues - Recettes totales d'exploitation

1976

1977(1)

Group - Groupe

Group - Groupe

1. Over \$2 million - Plus de \$2 millions
2. \$1.12-\$2 million - millions
3. \$799,900-\$1.12 million - millions
4. \$655,700-\$799,900
5. \$468,700-\$655,700
6. \$390,000-\$468,700
7. \$323,000-\$390,000
8. \$223,000-\$323,000
9. \$137,000-\$223,000
10. \$137,000 and under - et moins

1. Over \$2 million - Plus de \$2 millions
2. \$1.13-\$2 million - millions
3. \$850,000-\$1.13 million - millions
4. \$670,000-\$850,000
5. \$490,000-\$670,000
6. \$411,000-\$490,000
7. \$304,400-\$411,000
8. \$221,000-\$304,400
9. \$113,000-\$221,000
10. \$113,000 and under - et moins

Television - Télévision

Total Operating Revenues - Recettes totales d'exploitation

1976

1977(2)

Group - Groupe

Group - Groupe

1. Over \$4.5 million - Plus de \$4.5 millions
2. \$2.44-\$4.5 million - millions
3. \$1.25-\$2.44 " "
4. \$1.25 and under - et moins

1. Over \$5.9 million - Plus de \$5.9 millions
2. \$2.5-\$5.9 million - millions
3. \$1.3-\$2.5 " "
4. \$1.3 and under - et moins

(1) See Table 10, page 30. - Voir le tableau 10, page 30.

(2) See Table 12, page 34. - Voir le tableau 12, page 34.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

CTV Television Network Limited

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Canadian Broadcasting Corporation

Financial data of CBC, a crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March. Additionally the calculation of the parliamentary grant replaces depreciation and amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets.

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars. De plus, le calcul de ces crédits remplace l'amortissement des immobilisations par un montant nécessaire au remboursement des prêts consentis à cette corporation par le gouvernement du Canada pour le financement de nouvelles immobilisations.

Canadian Broadcasting Corporation Operating Revenues

Radio Canada Recettes d'exploitation

	Radio	Television — Télévision	Total
	thousands of dollars — milliers de dollars		
Local time sales — Ventes de temps d'antenne (local) ...	172	8,054	8,226
National time sales — Ventes de temps d'antenne (national)	68	24,489	24,557
Network time sales — Ventes de temps d'antenne (réseau)	99	32,721	32,820
Syndication and production — Droits de diffusion et services de production	—	—	—
Other — Autres	9	2,893	2,907
Total	348	68,162	68,510

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Although annual depreciation allowances were made and are shown in this publication, during the period under review principal and interest payments were not made on outstanding capital loans to the Corporation by Parliament.

Payment of principal and interest on loans due after March 31, 1974 has been deferred until March 31, 1979 in accordance with orders in Council. P.C. 1974-633, P.C. 1974-704 and P.C. 1974-856. Interest for the year has not been recorded in the accounts of the Canadian Broadcasting Corporation.

Analysis

Global Communications Limited was in a profitable position for the period with Sales Revenue of \$22 million. This contributed to reinforcing a positive cash flow situation in the broadcasting industry.

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1977 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates, but not counted as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Bien que des provisions annuelles pour amortissement aient été faites et figurent dans cette publication, aucun versement de principal et d'intérêts n'a été fait, au titre des prêts consentis à la société par l'État.

Les versements de principal et d'intérêts au titre des prêts venant à échéance après le 31 mars 1974 ont été différés jusqu'au 31 mars 1979 en vertu des décrets C.P. 1974-633, C.P. 1974-704 et C.P. 1974-856. Les intérêts pour l'année ne figurent pas dans les comptes de la Société Radio-Canada.

Analyse

La société Global Communications a réalisé des bénéfices pendant la période, avec un chiffre d'affaires de \$22 millions. Cela a contribué à maintenir positifs les mouvements de trésorerie de l'industrie de la radiodiffusion.

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1977. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec ses principales stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas considérés comme stations de télévision.

Classification of Survey Universe

Classification de l'univers de l'enquête

	Radio	Television — Télévision	Total
Business organizations — Entreprises commerciales	279
Reporting units — Unités déclarantes	307	65	372

Excluding CBC, the following table shows the number of radio stations included in the 1977 survey and their relation to the reporting units.

Le tableau suivant indique le nombre de stations de radio prises en compte dans l'enquête de 1977 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

Radio

	Reporting units — Unités déclarantes	Stations
Single stations — Stations uniques	226	226
AM/FM combinations — Ensembles MA et MF	46	92
Other combinations of radio stations — Autres ensembles de stations de radiodiffusion	35	101
Total	307	419

Radio and Television Broadcasting operating revenues increased from the previous year by 14.2%. Revenue from the sale of air time was \$644.6 million in 1977 compared to \$564.4 million in 1976. Total Revenue in 1977 was \$671.2 million compared to \$604.5 million in 1976 an increase of 11.0%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 14.2 % celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$644.6 millions en 1977 contre \$564.4 millions en 1976; les recettes totales en 1977 s'établissaient à \$671.2 millions et ont dépassé de 11.0 % les \$604.5 millions enregistrés en 1976.

Revenue from Sale of Air Time by Source and Sector

Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television — Télévision	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars			
Private stations — Stations privées	268,740	310,300	579,040	89.8
Canadian Broadcasting Corporation (CBC) — Radio Canada (RC)	339	65,264	65,603	10.2
Total	269,079	375,564	644,643	100.0
Per cent — Pourcentage	41.7	58.3	100.0	

Radio revenue from sale of air time increased 11.3% to \$269.1 million in 1977 from \$241.8 million in 1976. Television revenue from air time sales increased 16.4% to \$375.6 million in 1977 from \$322.6 million in 1976.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$241.8 millions en 1976 à \$269.1 millions en 1977 une augmentation de 11.3 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 16.4 %, passant de \$322.6 millions en 1976 à \$375.6 millions en 1977.

Air Time Sales by Type of Advertising and Source

Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television — Télévision			
	Private — Privée	Canadian Broad- casting Corpo- ration — Radio- Canada	Total	Per cent — Pour centage	Private — Privée	Canadian Broad- casting Corpo- ration — Radio- Canada	Total	Per cent — Pour- centage
	thousands of dollars — milliers de dollars							
Local	195,874	172	196,046	72.8	88,859	8,054	96,913	25.8
National	72,237	68	72,305	26.9	172,848	24,489	197,337	52.5
Network — Réseau	630	99	729	.3	48,593	32,721	81,314	21.7
Total	268,741	339	269,080	100.0	310,300	65,264	375,564	100.0
Per cent — Pourcentage	99.9	0.1	100.0		82.6	17.4	100.0	

Note: Slight discrepancies in tables are due to rounding. — Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Air Time Sales by Type of Advertising

Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television — Télévision	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars			
Local	196,046	96,913	292,959	45.5
National	72,305	197,337	269,642	41.8
Network — Réseau	729	81,314	82,043	12.7
Total	269,080	375,564	644,644	100.0

Local time sales increased from \$258.1 million in 1976 to \$293.0 million in 1977 or 13.5%. National time sales increased from \$231.7 million in 1976 to \$269.6 million in 1977 or 16.4% while network time sales increased 10.1% from \$74.5 million in 1976 to \$82.0 million in 1977.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$258.1 millions en 1976 à \$293.0 millions en 1977, ce qui représente une hausse de 13.5 % pendant que les ventes au niveau national passaient de \$231.7 millions en 1976 à \$269.6 millions en 1977 (+ 16.4 %) et que les ventes à l'échelle du réseau, qui étaient de \$74.5 millions en 1976 atteignaient \$82.0 millions en 1977 (+ 10.1 %).

Operating expenses in the industry totalled \$923.7 million in 1977 compared to \$800.8 million in 1976 an increase of 15.3%. Depreciation was \$46.1 million in 1977 compared to \$39.1 million in 1976 an increase of 17.9%. Interest expense was \$14.0 million compared to \$12.2 million in 1976; an increase of 14.8%. The net cost of CBC operations increased 18.8% to \$396.8 million in 1977 from \$333.9 million in 1976. In private broadcasting, additions to income from other operations were \$11.0 million in 1977, compared to \$8.0 million in 1976. The net profit before income taxes in 1977 was \$97.1 million compared to \$96.2 million in 1976, an increase of .9%. Provision for income taxes amounted to \$46.3 million in 1977 compared to \$43.7 million in 1976. The net profit from operations after provision for income taxes was \$50.8 million compared to \$52.5 million in 1976, a decrease of 3.2%.

In 1977 there were, on average, 25,651 employees directly employed in broadcasting compared to 24,680 in 1976 an increase of 971 employees. Salaries, wages, director's fees and fringe benefits paid were \$481.0 million in 1977 compared to \$413.7 million in 1976 an increase of \$67.3 million.

The tables of the 1977 publication have been slightly rearranged to enhance the presentation of the data. Tables 7A, B, and C, have been added to this publication to replace Table 10 in the previous publication. These new tables give more detail than previous publications on fixed assets and accumulated standardized depreciation by area.

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$923.7 millions en 1977 en comparaison de \$800.8 millions en 1976, ce qui représente un gain de 15.3 %. Les amortissements atteignaient \$46.1 millions en 1977, dépassant de 17.9 % le chiffre de \$39.1 millions enregistré en 1976. Les intérêts atteignaient \$14.0 millions en 1977 dépassant de 14.8 % le chiffre de \$12.2 millions en 1976. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$396.8 millions en 1977, soit une progression de 18.8 % par rapport aux \$333.9 millions de 1976. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$11.0 millions en 1977 en comparaison de \$8.0 millions en 1976. Le bénéfice net avant impôts s'établissait à \$97.1 millions en 1977 contre \$96.2 millions en 1976, une augmentation de .9 %. La provision pour impôts, qui était de \$46.3 millions en 1977, totalisait \$43.7 millions en 1976. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$50.8 millions, ce qui représente une baisse de 3.2 % par rapport à celui de \$52.5 millions observé en 1976.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 25,651 en 1977, soit 971 de plus qu'en 1976. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$481.0 millions en 1977, dépassant de \$67.3 millions le chiffre de \$413.7 millions enregistré en 1976.

Les tableaux de la publication de 1977 ont été légèrement modifiés de manière à rehausser la présentation des données. Les tableaux 7A, B et C sont nouveaux et remplacent le tableau 10 de la publication antérieure. Ils donnent une ventilation plus détaillée que par le passé des immobilisations et de l'amortissement accumulé normalisé par région.

STATISTICAL TABLES



TABLEAUX STATISTIQUES

TABLE 1. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1977, 1976 AND 1975

TABLEAU 1. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1977, 1976 ET 1975

	1977		1976		1975	
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIC-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA
	DOLLARS					
OPERATING REVENUE - RECETTES D'EXPLOITATION:						
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL)	284,733,024	8,226,000	249,311,056	8,837,000	210,618,323	7,096,000
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL)	245,084,280	24,557,000	210,497,045	21,234,000	172,419,546	19,881,000
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) ...	49,223,081	32,820,000	45,870,268	28,649,000	37,423,736	25,871,000
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE	579,040,385	65,603,000	505,678,369	58,720,000	420,461,605	52,848,000
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:						
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION	1,129,439	0	531,657	0	1,945,797	0
PRODUCTION REVENUE - RECETTES DE PRODUCTION	18,434,587	0	16,291,966	300,000	13,841,880	196,000
OTHER REVENUE - AUTRES RECETTES	4,131,985	2,907,000	4,041,446	18,493,000	5,560,229	10,908,000
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	23,696,011	2,907,000	20,865,069	18,793,000	21,347,906	11,104,000
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION	602,736,396	68,510,000	526,543,438	77,513,000	441,809,511	63,952,000
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:						
PROGRAM - EMISSIONS	218,081,128	262,824,000	179,396,073	230,364,000	154,481,916	193,369,000
TECHNICAL - SERVICES TECHNIQUES	39,620,325	56,410,000	33,660,574	67,831,000	30,399,876	54,653,000
SALES AND PROMOTION - VENTES ET PROMOTION	87,750,836	17,171,000	76,175,056	15,199,000	65,850,127	12,867,000
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	135,005,246	106,862,000	117,990,646	80,166,000	100,993,650	53,164,000
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES	480,457,535	443,267,000	407,222,349	393,560,000	351,725,569	314,053,000
DEPRECIATION - AMORTISSEMENT	22,200,787	23,913,000	19,003,349	20,114,000	17,338,636	19,644,000
INTEREST EXPENSE - INTERETS VERSES	13,966,732	0	12,178,846	0	9,412,199	0
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	10,951,321	1,891,000	8,049,494	1,759,000	7,225,372	1,546,000
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	97,062,663	...	96,188,388	...	70,558,479	...
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA	396,779,000	...	333,952,000	...	268,099,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	46,295,078	...	43,663,978	...	36,369,090	...
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	50,767,585	...	52,524,410	...	34,189,389	...
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS	13,968	11,683	13,258	11,422	12,923	10,571

TABLE 2. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1977

TABLEAU 2. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1977

	PRIVATE RADIO	STATIONS - TELEVISION	STATIONS PRIVEES TOTAL	CBC - RADIO-CANADA	TOTAL
			DOLLARS		
OPERATING REVENUE - RECETTES D'EXPLOITATION:					
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:					
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL)	195,873,764	88,859,260	284,733,024	8,226,000	292,959,024
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL)	72,236,637	172,847,643	245,084,280	24,557,000	269,641,280
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU)	630,041	48,593,040	49,223,081	32,820,000	82,043,081
REVENUE FROM SALE OF AIR TIME - TOTAL - RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	268,740,442	310,299,943	579,040,385	65,603,000	644,643,385
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:					
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION	24,479	1,104,960	1,129,439	0	1,129,439
PRODUCTION REVENUE - RECETTES DE PRODUCTION ..	1,402,559	17,032,028	18,434,587	0	18,434,587
OTHER REVENUE - AUTRES RECETTES	1,591,147	2,540,838	4,131,985	2,907,000	7,038,985
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	3,018,185	20,677,826	23,696,011	2,907,000	26,603,011
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION	271,758,627	330,977,769	602,736,396	68,510,000	671,246,396
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:					
PROGRAM - EMISSIONS	80,033,147	138,047,981	218,081,128	262,824,000	480,905,128
TECHNICAL - SERVICES TECHNIQUES	12,187,966	27,432,359	39,620,325	56,410,000	96,030,325
SALES AND PROMOTION - VENTES ET PROMOTION	56,361,152	31,369,684	87,750,836	17,171,000	104,921,836
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	77,403,695	57,601,551	135,005,246	106,862,000	241,867,246
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES	225,985,960	254,471,575	480,457,535	443,267,000	923,724,535
DEPRECIATION - AMORTISSEMENT	8,098,213	14,102,574	22,200,787	23,913,000	46,113,787
INTEREST EXPENSE - INTERETS VERSES	5,674,328	8,292,404	13,966,732	0	13,966,732
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	3,820,625	7,130,696	10,951,321	1,891,000	12,842,321
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	35,820,751	61,241,912	97,062,663	...	97,062,663
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA	396,779,000	396,779,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	16,879,826	29,415,252	46,295,078	...	46,295,078
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	18,940,925	31,826,660	50,767,585	...	50,767,585
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS ...	8,286	5,682	13,968	11,683	25,651

TABLE 3. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU-PRINCE- EDOUARD	NOVA SCOTIA — NOUVELLE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO	MANITOBA
		5	15	10	68	80	12
1	BUSINESS ORGANIZATIONS						
	ASSETS						
	CURRENT:						
2	CASH	140,203	1,112,319	407,057	1,741,762	3,618,082	4,148,306
3	SECURITIES	104,211	2,126,700	145,005	17,520,582	2,493,770	0
4	RECEIVABLES (NET)	1,958,526	4,155,822	3,228,555	27,786,478	42,083,161	4,700,019
5	INVENTORIES	113,414	5,216	2,500	1,580,851	4,501,258	26,905
6	PREPAID EXPENSES	194,028	13,052	35,112	3,937,335	10,763,300	0
7	OTHER	113,847	109,129	664,437	8,141,733	16,761,979	305,495
8	TOTAL CURRENT ASSETS	2,534,229	7,532,238	4,482,666	60,708,741	80,221,550	9,180,725
	INVESTMENTS AND ADVANCES:						
9	ASSOCIATED COMPANIES	0	3,012,885	1,570,211	15,224,644	39,956,856	1,536,851
10	OTHER	145,624	514,627	2,413,494	1,898,312	2,084,654	598,145
11	TOTAL INVESTMENTS AND ADVANCES	145,624	3,527,512	3,983,705	17,122,956	42,041,510	2,134,996
	FIXED ASSETS, BROADCASTING:						
12	LAND, PROPERTY AND EQUIPMENT	7,055,870	8,887,646	14,484,984	94,647,467	128,887,938	27,874,959
13	LESS: ACCUMULATED DEPRECIATION	4,450,222	5,679,755	9,655,128	38,294,360	68,809,734	13,592,170
14	NET FIXED ASSETS, BROADCASTING	2,605,648	3,207,891	4,829,856	56,353,107	60,078,204	14,282,789
15	NET FIXED ASSETS, NON-BROADCASTING	222,321	91,504	37,714	423,995	3,981,341	252,113
16	INTANGIBLE ASSETS	15,000	710,767	214,023	15,363,822	14,728,299	6,070,252
17	OTHER ASSETS	37,471	63,551	45,959	2,298,627	11,960,480	3,072,190
18	TOTAL FIXED AND OTHER ASSETS	2,880,440	4,073,713	5,127,552	74,439,551	90,748,324	23,677,344
19	TOTAL NON-CURRENT ASSETS	3,026,064	7,601,225	9,111,257	91,562,507	132,789,834	25,812,340
20	TOTAL ASSETS	5,560,293	15,133,463	13,593,923	152,271,248	213,011,384	34,993,065
	LIABILITIES						
	CURRENT:						
21	BANK LOANS	655,215	260,753	715,356	2,965,288	13,718,180	322,884
22	OTHER LOANS	0	30,459	445,000	7,728,235	1,650,466	655,982
23	ACCOUNTS PAYABLE AND ACCRUED	1,026,223	937,435	841,582	14,727,179	22,148,096	1,820,760
24	INCOME TAX PAYABLE	138,421	349,463	214,713	1,988,091	2,584,039	491,714
25	DIVIDENDS PAYABLE	0	1,168	0	38,546	208,480	600,000
26	UNEARNED INCOME	0	0	0	109,219	53,420	795,982
27	CURRENT PORTION LONG-TERM DEBT	59,167	30,160	156,388	3,742,477	2,016,255	251,969
28	OTHER	187,825	2,703,582	0	2,271,456	19,275,610	718,585
29	TOTAL CURRENT LIABILITIES	2,066,851	4,313,020	2,373,039	33,570,491	61,654,546	5,557,876
	NON-CURRENT LIABILITIES:						
	LONG-TERM DEBT:						
30	NOTES	248,878	19,582	3,789,796	14,957,547	17,926,288	243,502
31	MORTGAGES AND BONDS	290,276	316,972	100,100	16,979,873	2,616,234	633,712
32	DEBENTURES	0	0	0	12,770,000	28,322,396	6,975,613
33	LESS: CURRENT PORTION	59,167	30,160	156,388	3,742,477	2,016,255	251,969
34	TOTAL LONG-TERM DEBT	479,987	306,394	3,733,508	40,964,943	46,848,663	7,600,858
35	DEFERRED INCOME TAXES	151,143	57,449	36,181	5,324,381	7,848,199	2,261,966
36	OTHER LIABILITIES	154,561	1,063,910	446,154	6,344,581	13,682,174	1,121,087
37	TOTAL NON-CURRENT LIABILITIES	785,691	1,427,753	4,215,843	52,633,905	68,379,036	10,983,911
38	TOTAL LIABILITIES	2,852,542	5,740,773	6,588,882	86,204,396	130,033,582	16,641,787
	SHAREHOLDERS' EQUITY:						
	SHARE CAPITAL ISSUED:						
39	PREFERRED	47,500	72,770	251,250	6,819,879	16,990,386	215,225
40	COMMON	272,610	481,806	161,003	22,890,889	12,487,054	4,226,864
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31.	2,387,641	7,969,399	6,587,975	36,311,027	50,169,997	13,891,293
42	OTHER SURPLUS	0	868,715	4,813	45,057	3,330,365	17,896
43	TOTAL SHAREHOLDERS' EQUITY	2,707,751	9,392,690	7,005,041	66,066,852	82,977,802	18,351,278
44	TOTAL LIABILITIES AND EQUITY	5,560,293	15,133,463	13,593,923	152,271,248	213,011,384	34,993,065

NOTE: LINE 40, CBC, REPRESENTS THE EQUITY OF THE GOVERNMENT OF CANADA IN THE CBC.

TABLEAU 3. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977

SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLCMBIE-BRITANNIQUE ET YUKON	SUB-TOTAL PRIVATE STATIONS - TOTAL PARTIEL, STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL, PRIVATE STATIONS AND CBC - TOTAL, STATIONS PRIVEES ET RADIO-CANADA	NO
17	28	44	279	1	280	
						ENTREPRISES 1
						DOLLARS
						ACTIF
						DISPONIBILITES:
1,409,563	1,853,411	2,270,060	16,700,763	4,115,000	20,815,763	ENCAISSE 2
7,500,436	4,417,712	342,097	34,660,513	0	34,660,513	VALEURS MOBILIERES 3
4,476,009	11,622,229	11,228,281	111,149,080	14,307,000	125,456,080	COMPTES A RECEVOIR (NETS) 4
128,273	771,762	1,971,095	9,101,274	51,832,000	60,933,274	STOCKS 5
47,213	5,654,887	1,219,693	21,864,620	8,950,000	30,814,620	FRAIS PAYES D'AVANCE 6
257,920	2,249,287	2,172,339	30,776,166	2,796,000	33,572,166	AUTRES 7
13,819,414	26,569,288	19,203,565	224,252,416	82,000,000	306,252,416	TOTAL, DISPONIBILITES 8
						PLACEMENTS ET AVANCES:
4,462,471	12,935,957	2,116,312	80,816,187	2,368,000	83,184,187	SOCIETES AFFILIEES 9
988,484	3,246,564	1,105,093	12,994,997	0	12,994,997	AUTRES 10
5,450,955	16,182,521	3,221,405	93,811,184	2,368,000	96,179,184	TOTAL PLACEMENTS ET AVANCES 11
						IMMOBILISATIONS, RADIODIFFUSION:
19,507,617	29,661,858	40,438,899	371,447,238	472,195,000	843,642,238	TERRAINS, INSTALLATIONS ET MATERIEL 12
8,738,973	17,045,626	19,062,392	185,328,360	187,680,000	373,008,360	MOINS: AMORTISSEMENT ACCUMULE 13
10,768,644	12,616,232	21,376,507	186,118,878	284,515,000	470,633,878	IMMOBILISATIONS NETTES, RADIODIFFUSION ... 14
269,116	227,460	3,444,334	8,949,898	0	8,949,898	IMMOBILISATIONS NETTES, NON DE RADIO- 15
1,121,680	549,267	1,942,472	40,715,582	0	40,715,582	DIFFUSION. IMMOBILISATIONS INCORPORELLES 16
127,027	1,454,816	1,958,159	21,018,280	0	21,018,280	AUTRES ELEMENTS D'ACTIF 17
12,286,467	14,847,775	28,721,472	256,802,638	284,515,000	541,317,638	TOTAL, IMMOBILISATIONS ET AUTRES 18
17,737,422	31,030,296	31,942,877	350,613,822	286,883,000	637,496,822	ELEMENTS D'ACTIF. TOTAL, ACTIF NON DISPONIBLE 19
31,556,836	57,599,584	51,146,442	574,866,238	368,883,000	943,749,238	TOTAL, ACTIF 20
						PASSIF
						EXIGIBILITES:
2,055,383	2,845,670	5,759,343	29,298,072	0	29,298,072	EMPRUNTS BANCAIRES 21
281,320	55,000	3,915	10,850,377	0	10,850,377	AUTRES EMPRUNTS 22
1,552,818	4,186,208	5,700,778	52,941,079	31,828,000	84,769,079	COMPTES A PAYER ET PASSIF COURU 23
1,836,682	699,413	995,959	9,298,495	0	9,298,495	IMPOTS SUR LE REVENU A PAYER 24
251,282	225,000	521,321	1,845,797	0	1,845,797	DIVIDENDES A VERSER 25
0	116,256	94,958	1,169,835	0	1,169,835	REVENU DIFFERE 26
333,373	2,214,764	3,201,859	12,006,412	0	12,006,412	PARTIE EXIGIBLE DE LA DETTE A LONG TERME 27
165,265	8,178,130	3,291,423	36,791,676	0	36,791,676	AUTRES 28
6,476,123	18,520,441	19,569,556	154,201,943	31,828,000	186,029,943	TOTAL, EXIGIBILITES 29
						PASSIF NON EXIGIBLE:
5,762,520	11,241,296	6,834,051	61,023,460	0	61,023,460	DETTE A LONG TERME:
379,504	744,616	1,656,004	23,717,291	0	23,717,291	BILLETTS 30
159,998	1,357,908	2,128,061	51,753,976	0	51,753,976	HYPOTHEQUES ET OBLIGATIONS GARANTIES . 31
333,373	2,214,764	3,201,859	12,006,412	0	12,006,412	OBLIGATIONS NON GARANTIES 32
6,008,649	11,129,056	7,416,257	124,488,315	0	124,488,315	MOINS: LA PARTIE EXIGIBLE 33
666,262	340,644	1,071,658	17,777,883	0	17,777,883	TOTAL, DETTE A LONG TERME 34
156,817	4,407,741	2,730,928	30,107,933	0	30,107,933	IMPOTS SUR LE REVENU DIFFERES 35
6,851,728	15,877,441	11,218,823	172,374,131	0	172,374,131	AUTRES ELEMENTS DE PASSIF 36
13,227,851	34,397,882	30,788,379	326,576,074	31,828,000	358,404,074	TOTAL, PASSIF NON EXIGIBLE 37
						TOTAL, PASSIF 38
						AVOIR DES ACTIONNAIRES:
138,300	447,600	3,849,511	28,832,421	0	28,832,421	CAPITAL-ACTIONS EMIS:
765,653	907,285	5,303,496	47,496,660	337,055,000	384,551,660	ACTIONS PRIVILEGIEES 39
13,745,301	21,712,139	11,025,761	163,800,533	0	163,800,533	ACTIONS ORDINAIRES 40
3,579,731	134,678	179,295	8,160,550	0	8,160,550	BENEFICES NON REPARTIS (DEFICIT 41
18,228,985	23,201,702	20,358,063	248,290,164	337,055,000	585,345,164	ACCUMULE) AU 31 ADUT. AUTRES SURPLUS 42
31,556,836	57,599,584	51,146,442	574,866,238	368,883,000	943,749,238	TOTAL, AVOIR DES ACTIONNAIRES 43
						TOTAL, PASSIF ET AVOIR DES 44
						ACTIONNAIRES.

NOTA: LIGNE 40, RADIO-CANADA, REPRESENT L'AVOIR PROPRE DU GOUVERNEMENT DU CANADA A RADIO-CANADA.

TABLE 4. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
		TERRE-NEUVE ET ÎLE-DU- PRINCE- EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK		
1	BUSINESS ORGANIZATIONS	5	15	10	68	80
				DOLLARS		
	SOURCE OF FUNDS:					
	OPERATIONS:					
2	NET PROFIT (LOSS-) FROM BROADCAST OPER- OPERATIONS AFTER INCOME TAXES.	191,250	1,604,637	1,225,674	11,917,265	19,930,108
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	0	26,548	25,762	300,220-	403,215-
	EXPENSES NOT REQUIRING OUTLAY OF FUNDS:					
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	453,865	598,486	824,328	5,438,340	9,369,169
5	DEFERRED INCOME TAXES	47,499-	5,769	26,453	1,643,656	527,044
6	TOTAL FUNDS PROVIDED FROM OPERATIONS ...	597,616	2,235,440	2,102,217	18,699,041	29,423,106
	OTHER:					
7	INCREASE IN LONG TERM DEBT	12,000	0	2,140,750	4,713,492	20,121,834
8	PROCEEDS FROM SALE OF SHARE CAPITAL	0	0	4,021	1,876,065	1,049,149
9	DECREASE IN FIXED ASSETS:					
	(A) BROADCAST ONLY	51,155	11,083	3,531	550,688	643,516
10	(B) NON-BROADCASTING	1,566	203	4,186	20,655	556,261
11	DECREASE IN INVESTMENTS AND ADVANCES	2,904	16,397	102,384	1,114,476	3,920,398
12	OTHER SOURCES OF FUNDS	154,561	112,598	123,591	2,371,215	2,147,192
13	TOTAL, OTHER FUNDS PROVIDED	222,186	140,281	2,378,463	10,646,591	28,438,352
14	TOTAL FUNDS PROVIDED	819,802	2,375,721	4,480,680	29,345,632	57,861,458
	APPLICATION OF FUNDS:					
	ADDITIONS TO FIXED ASSETS:					
15	(A) BROADCAST ONLY	428,461	931,101	1,559,058	14,655,126	15,145,937
16	(B) NON-BROADCASTING	20,559	5,408	15,281	428,406	3,831,574
17	ADDITIONS TO INVESTMENTS AND ADVANCES	0	15,000	1,510,282	3,545,777	4,987,468
18	DEFERRED EXPENDITURES	1,960	0	0	131,509	1,864,890
	DIVIDENDS DECLARED:					
19	(A) COMMON SHARES	107,471	575,106	54,000	2,394,527	8,352,304
20	(B) PREFERRED SHARES	0	1,733	12,900	184,868	691,221
21	REDUCTION OF LONG TERM DEBT	33,817	28,597	377,155	2,899,488	9,980,061
22	REDEMPTION OF SHARES	0	0	0	224,000	561,641
23	OTHER APPLICATION OF FUNDS	69,465	16,540	8,078	862,052	5,087,850
24	TOTAL FUNDS USED	661,733	1,573,485	3,536,754	25,325,753	51,022,946
25	INCREASE (DECREASE-) IN WORKING CAPITAL	158,069	802,236	943,926	4,019,879	6,836,512
26	WORKING CAPITAL AT BEGINNING OF YEAR	309,309	2,416,982	1,165,701	23,118,371	11,728,492
27	WORKING CAPITAL AT AUGUST 31	467,378	3,219,218	2,109,627	27,138,250	18,567,004

TABLEAU 4. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, PAR REGION, 1977

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		
12	17	28	44	279	ENTREPRISES	1
					DOLLARS	
					PROVENANCE DES FONDS:	
					EXPLOITATION:	
2,592,611	3,310,856	7,026,418	2,968,766	50,767,585	BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLOITATION DES ENTREPRISES DE RADIO- DIFFUSION, APRES IMPOTS SUR LE REVENU.	2
1,348,893	301,290-	66,341	251,614	694,433	BENEFICE NET (PERTE-) PROVENANT D'ACTI- VITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
					DEPENSES NE NECESSITANT PAS DE MISE DE FONDS:	
2,009,690	1,425,532	2,052,059	3,138,359	25,309,828	DEPRECIATION ET AMORTISSEMENT (COMPTABILISE).	4
353,682	62,423	229,356	156,763	2,957,648	IMPOTS SUR LE REVENU DIFFERES	5
6,304,877	4,497,521	9,374,174	6,495,502	79,729,494	TOTAL DES FONDS PROVENANT DE L'EX- PLOITATION.	6
					AUTRES:	
330,748	5,695,352	1,214,028	3,583,686	37,811,890	AUGMENTATION DE LA DETTE A LONG TERME	7
706,527	0	0	80,883	3,716,645	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
44,803	3,999,251	244,598	1,009,064	6,557,691	DIMINUTION DES IMMOBILISATIONS:	
589	0	3,076	90,071	676,607	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT.	9
25,440	136,926	2,166,123	303,101	7,788,149	(B) AUTRES QUE LA RADIODIFFUSION	10
177,424	1,150,106	907,252	1,237,912	8,381,851	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
1,285,531	10,581,635	4,535,077	6,304,717	64,932,833	AUTRES SOURCES DE FONDS	12
7,590,408	15,479,156	13,909,251	12,800,219	144,662,327	ENSEMBLE DES AUTRES FONDS FOURNIS	13
					TOTAL DES FONDS FOURNIS	14
					UTILISATION DES FONDS:	
					ADDITIONS AUX IMMOBILISATIONS:	
3,238,831	6,388,167	3,719,763	6,687,303	52,753,747	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
3,530	11,287	12,271	90,361	4,418,677	(B) AUTRES QUE LA RADIODIFFUSION	16
739,102	1,607,884	197,377	135,797	12,738,687	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES	17
109,529	3,500	43,080	86,355	2,260,823	DEPENSES DIFFEREES	18
					DIVIDENDES DECLARES:	
1,275,460	492,780	3,458,360	2,555,332	19,765,340	(A) ACTIONS ORDINAIRES	19
1,236	11,658	0	7,307	910,963	(B) ACTIONS PRIVILEGIEES	20
491,037	372,255	2,811,221	2,896,785	19,890,416	DIMINUTION DE LA DETTE A LONG TERME	21
47	20,517	94,760	1,389,383	2,290,348	RACHAT D'ACTIONS	22
223,410	1,904,875	950,734	334,936	9,457,940	AUTRES UTILISATIONS DES FONDS	23
6,082,182	10,812,963	11,287,566	14,183,559	124,486,941	TOTAL DES FONDS UTILISES	24
1,508,226	4,666,193	2,621,685	1,383,340-	20,175,386	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
2,014,623	2,677,058	5,427,162	1,017,349	49,875,087	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
3,522,849	7,343,251	8,048,847	365,991-	70,050,473	FONDS DE ROULEMENT AU 31 AOÛT	27

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
1	REPORTING UNITS	8	13	11	75	89
				DOLLARS		
	OPERATING REVENUE:					
	REVENUE FROM SALE OF AIR TIME:					
2	LOCAL TIME SALES	5,617,523	7,041,734	5,495,502	39,005,472	68,042,997
3	NATIONAL TIME SALES	871,020	1,640,415	1,098,691	16,590,464	31,218,159
4	NETWORK TIME SALES	512,392	0	0	10,459	8,894
5	TOTAL REVENUE FROM SALE OF AIR TIME ..	7,000,935	8,682,149	6,594,193	55,606,395	99,270,050
	PRODUCTION AND OTHER REVENUE:					
6	SYNDICATION REVENUE	0	0	0	8,180	16,185
7	PRODUCTION REVENUE	0	0	34,244	687,312	136,754
8	OTHER REVENUE	15,475	84,364	20,783	344,977	421,513
9	TOTAL PRODUCTION AND OTHER REVENUE	15,475	84,364	55,027	1,040,469	574,452
10	TOTAL OPERATING REVENUE	7,016,410	8,766,513	6,649,220	56,646,864	99,844,502
	DEPARTMENTAL EXPENSES:					
11	PROGRAM	2,339,648	2,479,017	1,912,073	17,791,880	27,933,618
12	TECHNICAL	522,986	574,608	359,937	2,339,100	4,472,859
13	SALES AND PROMOTION	1,097,182	1,764,675	1,106,424	11,906,961	21,638,377
14	ADMINISTRATION AND GENERAL	2,354,743	2,886,121	1,960,477	18,785,751	25,943,119
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	6,314,559	7,704,421	5,338,911	50,823,692	79,987,973
16	DEPRECIATION	328,852	359,879	255,950	1,667,368	2,800,488
17	INTEREST EXPENSE	80,219	54,576	236,913	1,259,502	2,512,967
18	OTHER ADJUSTMENTS — INCOME (EXPENSE-)	19,913	148,162	47,420	658,646	1,699,473
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	312,693	795,799	864,866	3,554,948	16,242,547
20	PROVISION FOR INCOME TAXES	183,254	344,963	311,930	2,545,508	7,210,899
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	129,439	450,836	552,936	1,009,440	9,031,648
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	3,680,057	4,677,849	3,547,626	25,746,769	43,412,385
23	AVERAGE NUMBER OF EMPLOYEES	241	351	221	1,824	2,875

TABLEAU 5. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR REGION, 1977

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON — COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		
13	17	28	53	307	UNITES DECLARANTES	1
DOLLARS						
RECETTES D'EXPLOITATION:						
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
8,944,742	9,983,859	22,811,806	28,930,129	195,873,764	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
2,498,772	2,458,383	6,588,208	9,272,525	72,236,637	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
2,268	0	66,888	29,140	630,041	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
11,445,782	12,442,242	29,466,902	38,231,794	268,740,442	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:						
0	0	114	0	24,479	VENTES DE DROITS DE DIFFUSION	6
84,120	86,021	299,998	74,110	1,402,559	RECETTES DE PRODUCTION	7
61,004	105,656	185,500	351,875	1,591,147	AUTRES RECETTES	8
145,124	191,677	485,612	425,985	3,018,185	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
11,590,906	12,633,919	29,952,514	38,657,779	271,758,627	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:						
3,743,303	3,971,860	7,881,377	11,980,371	80,033,147	EMISSIONS	11
564,265	631,312	1,144,931	1,577,968	12,187,966	SERVICES TECHNIQUES	12
2,471,824	2,527,167	6,187,152	7,661,390	56,361,152	VENTES ET PROMOTION	13
3,050,297	3,595,631	7,985,674	10,841,882	77,403,695	ADMINISTRATION ET FRAIS GENERAUX	14
9,829,689	10,725,970	23,199,134	32,061,611	225,985,960	TOTAL PARTIEL, DEPENSES INTERNES	15
439,553	365,646	797,022	1,079,455	8,098,213	AMORTISSEMENT	16
133,405	132,194	360,049	904,503	5,674,328	INTERETS VERSES	17
49,491	228,810	462,926	505,784	3,820,625	AUTRES PEDRESSEMENTS - REVENU (DEPENSE-)	18
1,237,750	1,634,919	6,059,235	5,117,994	35,820,751	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
681,557	724,352	2,877,609	1,999,754	16,879,826	PROVISION POUR IMPOTS SUR LE REVENU	20
556,193	510,567	3,181,626	3,118,240	18,940,925	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
5,721,897	6,350,383	13,130,412	18,582,660	124,850,038	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
401	451	815	1,107	8,286	EFFECTIFS MOYENS	23

TABLE 6. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977

NO.	ATLANTIC PROVINCES - PROVINCES DE L'ATLANTIQUE			QUEBEC	ONTARIO
1	REPORTING UNITS	6		13	17
				DOLLARS	
	OPERATING REVENUE:				
	REVENUE FROM SALES OF AIR TIME:				
2	LOCAL TIME SALES	7,029,269		29,949,082	13,198,046
3	NATIONAL TIME SALES	7,063,517		38,624,890	86,851,302
4	NETWORK TIME SALES	4,246,351		8,389,458	17,844,192
5	TOTAL REVENUE FROM SALE OF AIR TIME	18,339,137		76,963,430	117,893,540
	PRODUCTION AND OTHER REVENUE:				
6	SYNDICATION REVENUE	0		126,782	781,301
7	PRODUCTION REVENUE	541,676		3,684,345	9,892,280
8	OTHER REVENUE	52,966		468,730	507,288
9	TOTAL PRODUCTION AND OTHER REVENUE	594,642		4,279,857	11,180,869
10	TOTAL OPERATING REVENUE	18,933,779		81,243,287	129,074,409
	DEPARTMENTAL EXPENSES:				
11	PROGRAM	6,838,297		27,936,652	60,497,199
12	TECHNICAL	2,259,192		8,812,004	7,547,742
13	SALES AND PROMOTION	2,113,499		6,682,700	12,085,861
14	ADMINISTRATION AND GENERAL	3,206,473		16,213,694	20,125,362
15	SUB-TOTAL DEPARTMENTAL EXPENSES	14,417,461		59,645,050	100,256,164
16	DEPRECIATION	857,594		3,599,944	5,454,724
17	INTEREST EXPENSE	84,453		2,345,040	3,697,811
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	144,085		3,786,585	2,372,848
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	3,718,356		19,439,838	22,038,558
20	PROVISION FOR INCOME TAXES	1,762,253		8,426,337	11,388,392
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	1,956,103		11,013,501	10,650,166
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	5,981,842		26,112,151	33,583,181
23	AVERAGE NUMBER OF EMPLOYEES	379		1,485	1,961

TABLEAU 6. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR REGION, 1977

MANITOBA AND/ET SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON — COLCMBIE- BRITANNIQUE ET YUKON	TOTAL		
10	10	9	65	UNITES DECLARANTES	1
				DOLLARS	
				RECETTES D'EXPLOITATION:	
				RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
11,622,058	17,105,228	9,955,577	88,859,260	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
10,360,124	13,654,570	16,293,240	172,847,643	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
5,914,514	6,662,249	6,136,276	48,593,040	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
27,856,656	36,822,047	32,385,093	310,299,943	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5
				RECETTES DE PRODUCTION ET AUTRES RECETTES:	
0	184,677	12,200	1,104,960	VENTES DE DROITS DE DIFFUSION	6
340,619	2,282,766	290,342	17,032,028	RECETTES DE PRODUCTION	7
713,290	427,852	370,712	2,540,838	AUTRES RECETTES	8
1,053,909	2,895,295	673,254	20,677,826	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9
28,950,605	39,717,342	33,058,347	330,577,769	TOTAL, RECETTES D'EXPLOITATION	10
				DEPENSES INTERNES:	
11,552,078	16,475,853	14,747,902	138,047,981	EMISSIONS	11
2,442,648	2,785,998	3,584,775	27,432,359	SERVICES TECHNIQUES	12
3,111,247	4,124,386	3,271,991	31,389,684	VENTES ET PROMOTION	13
4,630,570	7,276,308	6,149,144	57,601,551	ADMINISTRATION ET FRAIS GENERAUX	14
21,736,543	30,662,545	27,753,812	254,471,575	TOTAL PARTIEL, DEPENSES INTERNES	15
1,210,246	1,261,304	1,718,762	14,102,574	AMORTISSEMENT	16
574,775	993,924	596,401	8,292,404	INTERETS VERSES	17
217,196	733,011	123,025-	7,130,696	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
5,646,237	7,532,580	2,866,343	61,241,912	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19
2,069,401	3,226,345	2,542,520	29,415,252	PROVISION POUR IMPOTS SUR LE REVENU	20
3,576,836	4,306,231	323,823	31,826,660	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21
8,973,102	11,087,698	11,036,966	96,774,940	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
563	672	622	5,682	EFFECTIFS MOYENS	23

TABLE 7A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977 (HISTORICAL COST)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU- PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	391,401	274,299	331,028	3,161,511	5,071,121
2 LAND IMPROVEMENTS AND BUILDINGS	1,221,370	1,665,237	2,791,675	21,544,143	18,038,041
3 TOWER AND ANTENNA SYSTEM	1,131,179	743,993	991,508	14,374,859	14,465,082
4 TRANSMITTER EQUIPMENT	1,572,631	1,781,588	4,264,433	11,809,457	25,043,641
5 STUDIO AND TECHNICAL EQUIPMENT	1,752,336	3,327,223	4,601,218	29,680,550	50,074,010
6 MOBILE EQUIPMENT	163,534	33,653	99,830	2,129,915	1,972,345
7 AUTOMOBILES AND TRUCKS	219,510	190,433	171,759	865,893	1,526,476
8 FURNITURE AND FIXTURES	504,229	508,012	508,320	4,479,095	7,006,521
9 OTHER PROPERTY, PLANT AND EQUIPMENT	8,214	107,271	48,079	1,572,412	1,384,865
10 LEASEHOLD IMPROVEMENTS	528,073	255,937	240,527	5,029,632	4,784,288
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	7,492,477	8,887,646	14,048,377	94,647,467	129,366,390

TABLE 7B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU- PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND
2 LAND IMPROVEMENTS AND BUILDINGS	457,102	862,749	1,386,239	5,022,197	9,408,392
3 TOWER AND ANTENNA SYSTEM	635,454	421,749	501,796	2,538,667	7,541,579
4 TRANSMITTER EQUIPMENT	1,201,523	1,228,873	2,397,511	7,388,234	12,226,972
5 STUDIO AND TECHNICAL EQUIPMENT	1,346,439	2,197,848	3,326,238	18,230,394	29,317,977
6 MOBILE EQUIPMENT	89,827	18,351	31,556	1,464,071	1,228,220
7 AUTOMOBILES AND TRUCKS	98,434	121,734	84,625	465,983	369,706
8 FURNITURE AND FIXTURES	325,593	318,763	320,118	2,414,766	4,105,140
9 OTHER PROPERTY, PLANT AND EQUIPMENT	8,214	15,226	36,627	887,278	525,048
10 LEASEHOLD IMPROVEMENTS	366,425	93,131	41,982	1,518,562	2,248,080
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	4,529,011	5,278,424	8,126,692	39,930,152	67,471,114

TABLE 7C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977 (NET VALUE)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU- PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	391,401	274,299	331,028	3,161,511	5,071,121
2 LAND IMPROVEMENTS AND BUILDINGS	764,268	802,488	1,405,436	16,521,946	8,629,649
3 TOWER AND ANTENNA SYSTEM	495,725	322,244	489,712	11,836,192	6,923,503
4 TRANSMITTER EQUIPMENT	371,108	552,715	1,866,922	4,421,223	12,816,669
5 STUDIO AND TECHNICAL EQUIPMENT	405,897	1,129,375	1,274,980	11,450,156	20,756,033
6 MOBILE EQUIPMENT	73,707	15,302	68,274	665,844	744,125
7 AUTOMOBILES AND TRUCKS	121,076	68,699	87,134	399,910	656,770
8 FURNITURE AND FIXTURES	178,636	189,249	188,202	2,064,329	2,901,381
9 OTHER PROPERTY, PLANT AND EQUIPMENT	0	92,045	11,452	685,134	859,817
10 LEASEHOLD IMPROVEMENTS	161,648	162,806	198,545	3,511,070	2,536,208
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	2,963,466	3,609,222	5,921,685	54,717,315	61,895,276

TABLEAU 7A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977 (COUT D'ORIGINE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLUMBIE-BRITANNIQUE ET YUKON	TOTAL		NO.
						DOLLARS
341,896	391,058	900,474	1,666,213	12,529,001	TERRAINS	1
2,382,407	2,221,812	3,929,226	7,593,504	61,387,415	AMELIORATIONS FONCIERES ET BATIMENTS	2
2,025,888	3,078,513	2,066,557	3,518,112	42,395,691	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
3,250,989	5,174,299	7,575,849	9,928,453	70,401,340	MATERIEL EMETTEUR	4
6,102,983	6,553,222	12,131,906	14,774,973	128,998,421	MATERIEL TECHNIQUE ET DE STUDIO	5
282,850	11,125	1,072,075	315,122	6,080,449	CARS DE REPORTAGE	6
108,547	303,237	487,554	388,662	4,262,471	VOITURES ET CAMIONS	7
662,726	937,162	1,107,117	1,665,805	17,378,987	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
10,241,805	76,689	730,931	369,671	14,539,937	AUTRES IMMOBILISATIONS CORPORELLES	9
199,722	186,194	764,769	1,484,384	13,473,526	AMELIORATIONS LOCATIVES	10
25,599,813	18,933,311	30,766,858	41,704,899	371,447,238	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977 (AMORTISSEMENT NORMALISE ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON — COLUMBIE— BRITANNIQUE ET YUKON	TOTAL
***	***	***	***	***
1,300,857	1,725,526	2,016,480	2,657,742	24,837,284
1,144,323	1,684,746	1,290,808	2,292,743	18,051,865
1,113,226	3,454,469	4,294,618	5,065,239	38,370,665
3,374,458	4,206,756	7,628,757	7,675,934	77,304,841
79,606	6,858	611,316	199,840	3,729,685
48,814	139,535	212,653	213,907	2,255,395
391,429	718,853	711,684	924,276	10,230,622
5,261,526	33,194	274,000	126,003	7,167,116
67,210	124,120	288,682	841,609	5,589,801
12,781,485	12,094,101	17,328,998	19,997,293	187,537,274
				TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.

TABLEAU 7C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

TABLE 8. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY TOTAL ASSETS GROUPING, 1977

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5	— GROUPE 6
1	BUSINESS ORGANIZATIONS	28	28	28	28	28	28
DOLLARS							
ASSETS							
CURRENT:							
2	CASH	6,083,768	4,488,055	2,507,837	1,109,796	470,999	615,827
3	SECURITIES	29,417,962	641,301	2,207,182	1,317,963	263,889	521,191
4	RECEIVABLES (NET)	56,186,438	18,654,663	12,298,127	7,427,684	5,116,876	3,133,997
5	INVENTORIES	8,477,999	410,496	48,016	49,883	9,044	17,850
6	PREPAID EXPENSES	18,968,495	2,466,292	231,176	53,994	3,016	13,114
7	OTHER	18,439,105	6,203,851	2,136,334	1,620,293	1,163,551	347,592
8	TOTAL CURRENT ASSETS	137,573,771	32,864,658	19,428,672	11,579,613	7,027,375	4,649,571
INVESTMENTS AND ADVANCES:							
9	ASSOCIATED COMPANIES	68,883,562	2,851,946	3,577,793	2,599,951	589,265	1,330,079
10	OTHER	3,527,322	5,623,624	1,405,903	1,356,759	393,204	348,866
11	TOTAL INVESTMENTS AND ADVANCES	72,410,884	8,475,570	4,983,696	3,956,710	982,469	1,678,945
FIXED ASSETS, BROADCASTING:							
12	LAND, PROPERTY AND EQUIPMENT	183,976,619	62,984,136	45,023,350	23,206,867	15,028,829	12,546,275
13	LESS: ACCUMULATED DEPRECIATION	78,561,350-	36,588,162-	26,633,299-	12,412,017-	7,801,218-	6,854,516-
14	NET FIXED ASSETS, BROADCASTING	105,415,269	26,395,974	18,390,051	10,794,850	7,227,611	5,691,759
15	NET FIXED ASSETS, NON-BROADCASTING	2,593,289	4,764,585	331,021	248,613	400,299	212,106
16	INTANGIBLE ASSETS	28,346,921	5,885,368	2,742,942	551,454	1,970,998	612,670
17	OTHER ASSETS	9,318,848	7,683,844	929,598	1,368,035	511,381	556,627
18	TOTAL FIXED AND OTHER ASSETS	145,674,327	44,729,771	22,393,612	12,962,952	10,110,289	7,073,162
19	TOTAL NON-CURRENT ASSETS	218,085,211	53,205,341	27,377,308	16,919,662	11,092,758	8,752,107
20	TOTAL ASSETS	355,658,982	86,069,999	46,805,980	28,499,275	18,120,133	13,401,678
LIABILITIES							
CURRENT:							
21	BANK LOANS	13,335,305	5,399,414	1,835,736	1,045,722	2,443,031	1,392,484
22	OTHER LOANS	7,509,701	716,057	2,081,460	55,000	17,985	60,095
23	ACCOUNTS PAYABLE AND ACCRUED	31,660,036	6,591,629	4,550,937	3,371,523	1,890,951	1,664,337
24	INCOME TAX PAYABLE	5,094,193	1,736,365	1,061,366	487,999	361,657	126,920
25	DIVIDENDS PAYABLE	27,500	600,000	911,282	225,000	0	142
26	UNEARNED INCOME	954,374	21,155	23,845	21,398	7,440	53,192
27	CURRENT PORTION LONG-TERM DEBT	4,893,215	4,727,929	523,165	628,530	280,701	359,881
28	OTHER	24,390,813	8,933,677	597,713	916,072	591,800	326,797
29	TOTAL CURRENT LIABILITIES	87,865,137	28,726,226	11,585,504	6,751,244	5,593,565	3,983,848
NON-CURRENT LIABILITIES:							
LONG-TERM DEBT:							
30	NOTES	34,412,427	16,249,436	2,659,352	3,136,763	1,340,830	1,140,249
31	MORTGAGES AND BONDS	13,843,080	1,815,443	574,508	1,978,879	721,914	1,832,779
32	DEBENTURES	45,048,002	1,818,972	1,791,228	1,016,100	134,386	605,841
33	LESS: CURRENT PORTION	4,893,215-	4,727,929-	523,165-	628,530-	280,701-	359,881-
34	TOTAL LONG-TERM DEBT	88,410,294	15,155,922	4,501,923	5,503,212	1,916,429	3,218,988
35	DEFERRED INCOME TAXES	13,579,628	2,264,818	901,580	432,922	241,919	112,851
36	OTHER LIABILITIES	14,753,716	5,545,636	1,337,816	2,374,347	2,807,573	1,473,652
37	TOTAL NON-CURRENT LIABILITIES	116,743,638	22,966,376	6,741,319	8,310,481	4,965,921	4,805,491
38	TOTAL LIABILITIES	204,608,775	51,692,602	18,326,823	15,061,725	10,559,486	8,789,339
SHAREHOLDERS' EQUITY:							
SHARE CAPITAL ISSUED:							
39	PREFERRED	16,593,932	5,027,189	1,665,759	1,936,708	1,192,850	452,850
40	COMMON	30,316,197	12,122,856	735,288	990,841	589,970	535,394
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31.	97,219,272	16,988,838	25,578,869	10,244,161	5,759,943	3,582,660
42	OTHER SURPLUS	6,920,806	238,514	499,241	265,840	17,884	41,435
43	TOTAL SHAREHOLDERS' EQUITY	151,050,207	34,377,397	28,479,157	13,437,550	7,560,647	4,612,339
44	TOTAL LIABILITIES AND EQUITY	355,658,982	86,069,999	46,805,980	28,499,275	18,120,133	13,401,678

TABEAU 8. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR TRANCHE DE PECETTES, 1977

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		
						N3
28	28	28	27	279	ENTREPRISES	1
					DOLLARS	
					ACTIF	
					DISPONIBILITES:	
475,345	645,375	155,439	148,322	16,700,763	ENCAISSE	2
50,362	0	163,862	36,801	34,660,513	VALEURS MOBILIERES	3
3,064,195	2,369,578	1,893,807	1,003,315	111,149,080	COMPTES A RECEVOIR (NETS)	4
67,575	5,718	2,190	12,503	9,101,274	STOCKS	5
115,260	6,558	4,255	2,056	21,864,620	FRAIS PAYES D'AVANCE	6
319,393	263,197	226,214	56,636	30,776,166	AUTRES	7
4,132,130	3,291,226	2,445,767	1,259,633	224,252,416	TOTAL, DISPONIBILITES	8
					PLACEMENTS ET AVANCES:	
425,281	474,609	69,928	13,773	80,816,187	SOCIETES AFFILIEES	9
33,379	181,024	69,298	55,618	12,994,997	AUTRES	10
458,660	655,633	139,226	69,391	93,811,184	TOTAL PLACEMENTS ET AVANCES	11
					IMMOBILISATIONS, RADIODIFFUSION:	
10,677,572	8,891,147	6,037,926	3,074,517	371,447,238	TERRAINS, INSTALLATIONS ET MATERIEL	12
5,801,755-	5,021,996-	3,573,444-	2,080,603-	185,328,360-	MOINS: AMORTISSEMENT ACCUMULE	13
4,875,817	3,869,151	2,464,482	993,914	186,118,878	IMMOBILISATIONS NETTES, RADIODIFFUSION	14
143,226	34,383	207,692	14,684	8,949,898	IMMOBILISATIONS NETTES, NON DE RADIODIFFUSION	15
429,737	64,729	74,194	36,569	40,715,582	IMMOBILISATIONS INCORPORELLES	16
317,584	158,777	145,711	27,875	21,018,280	AUTRES ELEMENTS D'ACTIF	17
5,766,364	4,127,040	2,892,079	1,073,042	256,802,638	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF	18
6,225,024	4,782,673	3,031,305	1,142,433	350,613,822	TOTAL, ACTIF NON DISPONIBLE	19
10,357,154	8,073,899	5,477,072	2,402,066	574,866,238	TOTAL, ACTIF	20
					PASSIF	
					EXIGIBILITES:	
1,425,149	1,004,085	889,354	527,792	29,298,072	EMPRUNTS BANCAIRES	21
66,464	103,805	222,000	17,810	10,850,377	AUTRES EMPRUNTS	22
1,181,362	932,467	710,401	387,436	52,941,079	COMPTES A PAYER ET PASSIF COURU	23
186,111	102,002	114,663	27,219	9,298,495	IMPOTS SUR LE REVENU A PAYER	24
0	35,958	5,289	40,626	1,845,797	DIVIDENDES A VERSER	25
22,713	28,932	35,171	1,615	1,169,835	REVENU DIFFERE	26
155,667	280,103	139,881	17,340	12,006,412	PARTIE EXIGIBLE DE LA DETTE A LONG TERME	27
62,475	279,663	327,171	365,695	36,791,876	AUTRES	28
3,099,941	2,767,015	2,443,930	1,385,533	154,201,943	TOTAL, EXIGIBILITES	29
					PASSIF NON EXIGIBLE:	
					DETTE A LONG TERME:	
954,664	745,680	265,706	118,353	61,023,460	BILLETS	30
963,202	1,261,374	374,941	351,171	23,717,291	HYPOTHEQUES ET OBLIGATIONS GARANTIES	31
516,447	404,889	358,111	60,000	51,753,976	OBLIGATIONS NON GARANTIES	32
155,667-	280,103-	139,881-	17,340-	12,006,412-	MOINS: LA PARTIE EXIGIBLE	33
2,278,646	2,131,840	858,877	512,184	124,488,315	TOTAL, DETTE A LONG TERME	34
104,291	81,249	47,254	11,371	17,777,883	IMPOTS SUR LE REVENU DIFFERES	35
505,059	0	242,721	190,700	16,556,206	AUTRES ELEMENTS DE PASSIF	36
3,016,961	2,509,585	1,190,519	1,123,840	172,374,131	TOTAL, PASSIF NON EXIGIBLE	37
6,116,902	5,276,600	3,634,449	2,509,373	326,576,074	TOTAL, PASSIF	38
					AVOIR DES ACTIONNAIRES:	
					CAPITAL-ACTIONS EMIS:	
687,683	551,680	412,870	310,900	28,832,421	ACTIONS PRIVILEGIEES	39
687,256	328,418	693,845	496,595	47,496,660	ACTIONS ORDINAIRES	40
2,824,044	1,757,275	735,114	929,643-	163,800,533	BENEFICES NON REPARTIS (DEFICIT ACCUMULE-) AU AOUT 31.	41
41,269	119,926	794	14,841	8,160,550	AUTRES SURPLUS	42
4,240,252	2,797,299	1,842,623	107,307-	248,290,164	TOTAL, AVOIR DES ACTIONNAIRES	43
10,357,154	8,073,899	5,477,072	2,402,066	574,866,238	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES	44

TABLE 9. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY TOTAL ASSETS GROUPING, 1977

NO.		GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	GROUP 5 - GROUPE 5	GROUP 6 - GROUPE 6
1	BUSINESS ORGANIZATIONS	28	28	28	28	28	28
DOLLARS							
SOURCE OF FUNDS:							
OPERATIONS:							
2	NET PROFIT (LOSS-) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	30,464,446	8,832,103	5,169,027	3,515,119	1,262,424	650,066
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	1,123,393	509,120-	618-	29,398-	12,909-	51,331
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:							
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	12,926,370	4,338,805	2,770,756	1,614,345	981,701	842,268
5	DEFERRED INCOME TAXES	2,580,481	274,929	112,651	41,307-	68,425	5,914-
6	TOTAL FUNDS PROVIDED FROM OPERATIONS.	47,094,690	12,936,717	8,051,816	5,058,759	2,299,641	1,537,751
OTHER:							
7	INCREASE IN LONG TERM DEBT	21,031,517	8,064,169	1,718,804	2,836,500	1,334,447	887,338
8	PROCEEDS FROM SALE OF SHARE CAPITAL.	986,650	1,642,882	19,027	82,385	755,776	0
DECREASE IN FIXED ASSETS:							
9	(A) BROADCAST ONLY	4,114,561	983,421	178,500	81,039	971,931	113,210
10	(B) NON-BROADCASTING	544,760	0	0	93,147	15,000	6,300
11	DECREASE IN INVESTMENTS AND ADVANCES	3,988,527	2,380,623	325,433	465,900	155,415	324,719
12	OTHER SOURCES OF FUNDS	3,682,813	2,403,874	346,288	534,874	529,137	340,515
13	TOTAL, OTHER FUNDS PROVIDED	34,348,828	15,474,969	2,588,052	4,093,845	3,761,706	1,672,082
14	TOTAL FUNDS PROVIDED	81,443,518	28,411,686	10,639,868	9,152,604	6,061,347	3,209,833
APPLICATION OF FUNDS:							
ADDITIONS TO FIXED ASSETS:							
15	(A) BROADCAST ONLY	23,692,001	10,681,788	6,928,255	4,238,006	2,766,977	1,580,344
16	(B) NON-BROADCASTING	2,391,785	1,385,559	202,131	66,706	152,775	32,088
17	ADDITIONS TO INVESTMENTS AND ADVANCES.	7,684,865	2,784,556	250,656	1,020,157	116,374	597,018
18	DEFERRED EXPENDITURES	1,428,795	330,577	246,951	52,548	171,219	4,598
DIVIDENDS DECLARED:							
19	(A) COMMON SHARES	8,018,255	6,263,558	2,261,096	1,395,281	563,635	189,033
20	(B) PREFERRED SHARES	586,200	120,942	5,288	55,372	5,250	114,277
21	REDUCTION OF LONG TERM DEBT	9,750,481	5,873,988	1,304,761	912,972	415,776	627,385
22	REDEMPTION OF SHARES	1,988	0	266	155,742	1,916,763	209,317
23	OTHER APPLICATION OF FUNDS	6,961,744	1,171,487	133,955	276,171	264,130	81,025
24	TOTAL FUNDS USED	60,516,114	28,612,455	11,333,359	8,172,955	6,372,899	3,435,089
25	INCREASE (DECREASE-) IN WORKING CAPITAL.	20,927,404	200,769-	693,491-	979,649	311,552-	225,256-
26	WORKING CAPITAL AT BEGINNING OF YEAR	28,781,230	4,339,201	8,536,659	3,848,720	1,745,362	890,979
27	WORKING CAPITAL AT AUGUST 31	49,708,634	4,138,432	7,843,168	4,828,369	1,433,810	665,723

TABLEAU 9. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE,
PAR ACTIFS TOTAUX PAR GROUPE, 1977

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
28	28	28	27	279	ENTREPRISES	1
DOLLARS						
PROVENANCE DES FONDS:						
EXPLOITATION:						
624,019	336,353	278,457	364,429-	50,767,585	BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLOITATION DES ENTREPRISES DE RADIODIF- FUSION, APRES IMPOTS SUR LE REVENU.	2
32,942-	81,553	22,986	157	694,433	BENEFICE NET (PERTE-) PROVENANT D'ACTIV- ITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
DEPENSES NE NECESSITANT PAS DE MISE DE FONDS:						
649,947	592,024	397,563	195,649	25,309,828	DEPRECIATION ET AMORTISSEMENT	4
72,584-	7,887	26,846	6,234	2,957,648	(COMPTABILISE).	
					IMPOTS SUR LE REVENU DIFFERES	5
1,168,440	1,017,817	726,252	162,389-	79,729,494	TOTAL DES FONDS PROVENANT DE L'EX- PLOITATION.	6
AUTRES:						
335,740	958,863	400,381	244,131	37,811,890	AUGMENTATION DE LA DETTE A LONG TERME	7
203,725	26,200	0	0	3,716,645	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
DIMINUTION DES IMMOBILISATIONS:						
64,466	10,867	34,106	5,590	6,557,691	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	9
5,000	1,151	8,997	2,252	676,607	(B) AUTRES QUE LA RADIODIFFUSION	10
88,962	16,302	36,927	5,341	7,788,149	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
222,006	49,154	45,508	227,642	8,381,851	AUTRES SOURCES DE FONDS	12
919,859	1,062,577	525,919	484,956	64,932,833	TOTAL DES AUTRES FONDS FOURNIS	13
2,088,339	2,080,394	1,252,171	322,567	144,662,327	TOTAL DES FONDS FOURNIS	14
UTILISATION DES FONDS:						
ADDITIONS AUX IMMOBILISATIONS:						
1,331,000	764,663	521,696	249,013	52,753,747	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
49,755	35,183	92,701	9,994	4,418,677	(B) AUTRES QUE LA RADIODIFFUSION	16
97,459	149,120	23,482	15,000	12,738,687	ACCOISSEMENT DES PLACEMENTS ET DES AVANCES ..	17
22,589	761	2,785	0	2,260,823	DEPENSES DIFFEREES	18
DIVIDENDES DECLARES:						
307,635	387,522	280,908	98,417	19,765,340	(A) ACTIONS ORDINAIRES	19
6,990	6,034	3,610	7,000	910,963	(B) ACTIONS PRIVILEGIEES	20
408,162	307,190	250,363	39,338	19,890,416	DIMINUTION DE LA DETTE A LONG TERME	21
3,625	647	2,000	0	2,290,348	RACHAT D' ACTIONS	22
82,891	119,708	281,666	85,163	9,457,940	AUTRES UTILISATIONS DES FONDS	23
2,310,106	1,770,828	1,459,211	503,925	124,486,941	TOTAL DES FONDS UTILISES	24
221,767-	309,566	207,040-	181,358-	20,175,386	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
1,253,956	214,645	208,877	55,458	49,875,087	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
1,032,189	524,211	1,837	125,900-	70,050,473	FONDS DE ROULEMENT AU 31 AOUT	27

TABLE 10. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1977

		GROUP 1 — GROUPE 1	GROUP 2 — GROUPE 2	GROUP 3 — GROUPE 3	GROUP 4 — GROUPE 4	GROUP 5 — GROUPE 5	GROUP 6 — GROUPE 6
NO.							
1	REPORTING UNITS	30	31	31	31	31	30
				DOLLARS			
	OPERATING REVENUE: REVENUE FROM SALE OF AIR TIME:						
2	LOCAL TIME SALES	70,941,456	34,552,213	23,939,457	18,485,438	14,933,476	11,119,190
3	NATIONAL TIME SALES	40,632,495	12,164,514	6,120,635	4,454,607	2,678,105	2,076,990
4	NETWORK TIME SALES	9,477	344,522	37,142	131,182	2,506	0
5	TOTAL REVENUE FROM SALES OF AIR TIME.	111,583,428	47,061,249	30,097,234	23,071,227	17,614,087	13,196,180
	PRODUCTION AND OTHER REVENUE:						
6	SYNDICATION REVENUE	0	0	16,185	114	8,180	0
7	PRODUCTION REVENUE	671,066	180,346	213,967	108,007	52,072	73,890
8	OTHER REVENUE	463,033	227,215	276,195	137,103	122,381	80,517
9	TOTAL PRODUCTION AND OTHER REVENUE.	1,134,C99	407,561	506,347	245,224	182,633	154,407
10	TOTAL OPERATING REV- ENUE.	112,717,527	47,468,810	30,603,581	23,316,451	17,796,720	13,350,587
	DEPARTMENTAL EXPENSES:						
11	PROGRAM	30,322,569	14,734,672	8,846,040	7,563,815	5,345,919	4,327,518
12	TECHNICAL	3,324,161	2,413,299	1,630,856	1,277,724	1,000,673	836,105
13	SALES AND PROMOTION	23,773,670	10,503,153	6,425,711	4,653,200	3,570,057	2,159,210
14	ADMINISTRATION AND GENERAL .	26,703,058	12,679,351	9,620,984	7,060,951	6,394,599	4,394,180
15	SUB-TOTAL, DEPARTMENTAL EXPENSES.	84,123,458	40,330,475	26,523,591	20,555,690	16,311,248	11,717,013
16	DEPRECIATION	2,100,317	1,573,555	877,018	804,741	785,529	581,472
17	INTEREST EXPENSE	2,152,587	510,904	764,283	609,823	398,637	411,582
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-).	555,679	781,866	253,333	615,097	599,115	195,134
19	NET PROFIT (LOSS-) BEFORE IN- COME TAXES.	24,900,844	5,835,742	2,692,022	1,961,294	900,421	835,654
20	PROVISION FOR INCOME TAXES ...	11,937,182	2,487,589	993,187	789,938	320,286	236,846
21	NET PROFIT (LOSS-) AFTER IN- COME TAXES.	12,963,662	3,348,153	1,698,835	1,171,356	580,135	598,808
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES.	42,087,739	22,449,159	15,644,094	12,212,146	9,840,297	7,137,435
23	AVERAGE NUMBER OF EMPLOYEES ..	2,044	1,383	1,089	886	740	614

TABLEAU 10. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR TRANCHE DE RECETTES, 1977

GROUP 7 - GRUPE 7	GROUP 8 - GRUPE 8	GROUP 9 - GRUPE 9	GROUP 10 - GRUPE 10	TOTAL		
31	31	31	30	307	UNITES DECLARANTES	1
					DOLLARS	
					RECETTES D'EXPLOITATION: RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
9,039,311	6,733,219	4,346,753	1,783,251	195,873,764	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
1,858,261	1,171,578	770,644	308,808	72,236,637	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
67,248	37,750	214	0	630,041	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
10,964,820	7,942,547	5,117,611	2,092,059	268,740,442	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
					RECETTES DE PRODUCTION ET AUTRES RECETTES:	
0	0	0	0	24,479	VENTES DE DROITS DE DIFFUSION	6
48,588	1,337	46,803	6,483	1,402,559	RECETTES DE PRODUCTION	7
95,262	55,566	99,415	34,459	1,591,147	AUTRES RECETTES	8
143,851	56,903	146,218	40,942	3,018,185	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
11,108,671	7,999,450	5,263,829	2,133,031	271,758,627	TOTAL RECETTES D'EXPLOITATION	10
					DEPENSES INTERNES:	
3,525,744	2,622,732	1,997,229	746,909	80,033,147	EMISSIONS	11
621,893	517,702	340,095	225,458	12,187,966	SERVICES TECHNIQUES	12
2,094,785	1,687,095	1,037,705	456,562	56,361,152	VENTES ET PROMOTION	13
4,085,320	3,267,781	2,125,899	1,071,572	77,403,695	ADMINISTRATION ET FRAIS GENERAUX	14
10,327,746	8,095,310	5,500,928	2,500,501	225,985,960	TOTAL PARTIEL, DEPENSES INTERNES	15
480,252	365,941	340,726	188,662	8,098,213	AMORTISSEMENT	16
346,638	198,468	193,875	87,531	5,674,328	INTERETS VERSES	17
204,134	605,504	92,438-	99,201	3,820,625	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
158,169	54,765-	864,138-	544,492-	35,820,751	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
145,601	7,304	18,667-	19,440-	16,879,826	PROVISION POUR IMPOTS SUR LE REVENU	20
12,568	62,065-	845,471-	525,052-	18,940,925	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
6,079,515	4,758,060	3,341,089	1,300,504	124,850,038	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
550	443	379	160	8,286	EFFECTIFS MOYENS	23

TABLE 11A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY,
BY REVENUE GROUP, 1977 (HISTORICAL COST)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	2,697,217	1,844,497	1,043,123	651,768	655,772
2 LAND IMPROVEMENTS AND BUILDINGS	4,208,039	3,613,549	2,660,888	1,981,843	2,088,374
3 TOWER AND ANTENNA SYSTEM	2,834,455	3,038,090	2,379,761	1,802,837	1,289,790
4 TRANSMITTER EQUIPMENT	10,709,308	5,579,025	4,769,507	2,732,717	3,884,349
5 STUDIO AND TECHNICAL EQUIPMENT	8,749,536	7,304,305	4,098,384	3,400,297	3,329,727
6 MOBILE EQUIPMENT	157,931	150,141	76,893	60,344	21,750
7 AUTOMOBILES AND TRUCKS	829,228	549,155	427,874	242,403	282,829
8 FURNITURE AND FIXTURES	2,554,496	1,863,415	1,110,184	919,947	823,463
9 OTHER PROPERTY, PLANT AND EQUIPMENT	677,609	261,949	87,366	48,187	33,179
10 LEASEHOLD IMPROVEMENTS	3,264,638	1,046,693	675,559	878,855	397,690
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	37,082,457	25,250,819	17,329,539	12,719,198	12,806,923

TABLE 11B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY,
BY REVENUE GROUP, 1977 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	***	***	***	***	***
2 LAND IMPROVEMENTS AND BUILDINGS	2,076,510	1,252,498	791,082	631,205	1,070,960
3 TOWER AND ANTENNA SYSTEM	2,339,276	1,099,150	1,061,620	857,986	638,144
4 TRANSMITTER EQUIPMENT	6,394,962	3,228,626	2,936,083	1,530,902	2,338,266
5 STUDIO AND TECHNICAL EQUIPMENT	5,416,719	4,483,556	2,742,008	2,074,171	2,173,487
6 MOBILE EQUIPMENT	93,295	96,804	57,453	30,142	20,760
7 AUTOMOBILES AND TRUCKS	431,252	269,970	217,929	121,726	167,965
8 FURNITURE AND FIXTURES	1,821,959	1,145,821	739,927	534,912	531,493
9 OTHER PROPERTY, PLANT AND EQUIPMENT	618,262	48,099	53,330	28,499	20,532
10 LEASEHOLD IMPROVEMENTS	1,923,449	507,824	276,155	336,957	204,824
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	21,115,684	12,132,348	8,875,587	6,146,500	7,166,431

TABLE 11C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY,
BY REVENUE GROUP, 1977 (NET VALUE)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	2,697,217	1,844,497	1,043,123	651,768	655,772
2 LAND IMPROVEMENTS AND BUILDINGS	2,131,529	2,361,051	1,869,806	1,350,638	1,017,414
3 TOWER AND ANTENNA SYSTEM	495,179	1,938,940	1,318,141	944,851	651,646
4 TRANSMITTER EQUIPMENT	4,214,346	2,350,399	1,833,424	1,201,815	1,546,083
5 STUDIO AND TECHNICAL EQUIPMENT	3,332,817	2,820,749	1,356,376	1,326,126	1,156,240
6 MOBILE EQUIPMENT	64,636	53,337	19,440	30,202	990
7 AUTOMOBILES AND TRUCKS	397,976	279,185	209,945	120,677	114,864
8 FURNITURE AND FIXTURES	1,132,537	717,594	370,257	385,035	291,970
9 OTHER PROPERTY, PLANT AND EQUIPMENT	59,347	213,850	34,036	19,688	12,647
10 LEASEHOLD IMPROVEMENTS	1,341,189	538,869	399,404	541,898	192,866
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	15,966,773	13,118,471	8,453,952	6,572,698	5,640,492

TABLEAU 11A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1977 (COUT D'ORIGINE)

GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10	TOTAL		NO
GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10			
DOLLARS							
569,005	453,410	269,296	162,220	130,906	8,477,214	TERRAINS	1
2,361,400	1,163,211	581,328	537,388	349,624	19,545,644	AMELIORATIONS FONCIERES ET	2
						BATIMENTS.	
1,270,369	928,590	719,380	608,461	492,171	15,363,904	INSTALLATIONS DE PYLONES ET	3
						D'ANTENNES.	
2,976,046	3,182,067	2,038,593	1,316,382	622,557	37,810,551	MATERIEL EMETTEUR	4
1,744,227	1,545,734	1,160,039	1,669,064	713,802	33,715,115	MATERIEL TECHNIQUE ET DE	5
						STUDIO.	
41,799	13,566	4,715	41,074	1,529	569,742	CARS DE REPORTAGE	6
170,753	144,629	78,390	69,916	34,306	2,829,523	VOITURES ET CAMIONS	7
682,712	460,922	282,252	241,318	126,504	9,470,213	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
236,276	90,224	29,485	12,657	4,472	1,481,404	AUTRES IMMOBILISATIONS CORP- ORELLES.	9
188,325	293,242	237,680	339,179	251,811	7,573,672	AMELIORATIONS LOCATIVES	10
10,240,952	8,275,555	5,406,158	4,997,659	2,727,682	136,836,982	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1977 (AMORTISSEMENT NORMALISE ACCUMULE)

GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10	TOTAL		NO
GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10			
DOLLARS							
1,108,777	428,555	139,682	107,609	49,145	7,656,023	TERRAINS	1
						AMELIORATIONS FONCIERES ET	2
						BATIMENTS.	
564,276	438,644	275,809	130,664	139,280	7,544,849	INSTALLATIONS DE PYLONES ET	3
						D'ANTENNES.	
1,702,201	1,392,025	787,631	613,726	209,146	21,133,568	MATERIEL EMETTEUR	4
1,271,628	865,479	535,525	569,325	245,932	20,377,830	MATERIEL TECHNIQUE ET DE	5
						STUDIO.	
16,159	4,557	3,034	19,753	453	342,450	CARS DE REPORTAGE	6
80,677	74,409	41,840	31,320	18,975	1,456,063	VOITURES ET CAMIONS	7
460,280	326,611	114,702	111,253	36,753	5,823,711	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
67,726	32,799	16,295	5,707	295	891,544	AUTRES IMMOBILISATIONS CORP- ORELLES.	9
68,419	181,325	59,624	74,596	60,611	3,693,784	AMELIORATIONS LOCATIVES	10
5,340,143	3,744,444	1,974,142	1,663,953	760,590	68,919,822	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1977 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10	TOTAL		NO
GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10			
DOLLARS							
569,005	453,410	269,296	162,220	130,906	8,477,214	TERRAINS	1
1,252,623	734,656	441,646	429,779	300,479	11,889,621	AMELIORATIONS FONCIERES ET	2
						BATIMENTS.	
706,093	489,946	443,571	477,797	352,891	7,819,055	INSTALLATIONS DE PYLONES ET	3
						D'ANTENNES.	
1,273,845	1,790,042	1,250,962	702,656	413,411	16,676,983	MATERIEL EMETTEUR	4
472,599	680,255	624,514	1,099,739	467,870	13,337,285	MATERIEL TECHNIQUE ET DE	5
						STUDIO.	
25,640	8,969	1,681	21,321	1,076	227,292	CARS DE REPORTAGE	6
90,116	70,220	36,550	38,596	15,331	1,373,460	VOITURES ET CAMIONS	7
222,432	134,311	172,550	130,065	89,751	3,646,502	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
168,550	57,425	13,190	6,950	4,177	589,860	AUTRES IMMOBILISATIONS CORP- ORELLES.	9
119,906	111,917	178,056	264,583	191,200	3,879,888	AMELIORATIONS LOCATIVES	10
4,900,809	4,531,151	3,432,016	3,333,706	1,967,092	67,917,160	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 12. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1977

NO.		GROUP 1	GROUP 2	GROUP 3
		GROUPE 1	GROUPE 2	GROUPE 3
1	REPORTING UNITS	16	17	16
			DOLLARS	
	OPERATING REVENUE:			
	REVENUE FROM SALE OF AIR TIME:			
2	LOCAL TIME SALES	48,055,061	19,739,245	14,773,739
3	NATIONAL TIME SALES	133,966,169	23,781,695	10,561,357
4	NETWORK TIME SALES	21,247,946	20,966,595	3,936,601
5	TOTAL REVENUE FROM SALE OF AIR TIME	203,269,176	64,487,535	29,271,697
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE	836,100	90,040	161,222
7	PRODUCTION REVENUE	15,011,760	1,013,474	899,028
8	OTHER REVENUE	1,487,545	705,674	347,841
9	TOTAL PRODUCTION AND OTHER REVENUE	17,335,405	1,809,188	1,408,091
10	TOTAL OPERATING REVENUE	220,604,581	66,296,723	30,679,788
	DEPARTMENTAL EXPENSES:			
11	PROGRAM	92,374,936	33,132,885	8,627,987
12	TECHNICAL	17,140,300	5,452,438	3,341,634
13	SALES AND PROMOTION	18,365,946	7,180,862	4,138,814
14	ADMINISTRATION AND GENERAL	35,760,708	10,827,616	6,583,437
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	163,641,890	56,593,801	22,691,872
16	DEPRECIATION	8,359,018	2,283,734	2,401,055
17	INTEREST EXPENSE	6,003,442	1,060,839	485,154
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	5,832,840	494,661	528,335
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	48,433,071	6,853,010	5,630,042
20	PROVISION FOR INCOME TAXES	23,382,637	3,153,572	2,743,255
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	25,050,434	3,699,438	2,886,787
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	59,736,402	19,872,300	11,811,340
23	AVERAGE NUMBER OF EMPLOYEES	3,176	1,272	811

TOTAL				
				NJ
16	65	UNITES DECLARANTES	1	
DOLLARS				
		RECETTES D'EXPLOITATION:		
		RECETTES DE LA VENTE DE TEMPS D'ANTENNE:		
6,291,215	88,859,260	VENTES DE TEMPS D'ANTENNE (LOCAL)	2	
4,538,422	172,847,643	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3	
2,441,898	48,593,040	VENTES DE TEMPS D'ANTENNE (RESEAU)	4	
13,271,535	310,299,943	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5	
		RECETTES DE PRODUCTION ET AUTRES RECETTES:		
17,598	1,104,960	VENTES DE DROITS DE DIFFUSION	6	
107,766	17,032,028	RECETTES DE PRODUCTION	7	
222-	2,540,838	AUTRES RECETTES	8	
125,142	20,677,826	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9	
13,396,677	330,977,769	TOTAL, RECETTES D'EXPLOITATION	10	
		DEPENSES INTERNES:		
3,912,173	138,047,981	EMISSIONS	11	
1,497,987	27,432,359	SERVICES TECHNIQUES	12	
1,704,062	31,389,684	VENTES ET PROMOTION	13	
4,429,790	57,601,551	ADMINISTRATION ET FRAIS GENERAUX	14	
11,544,012	254,471,575	TOTAL PARTIEL, DEPENSES INTERNES	15	
1,058,767	14,102,574	AMORTISSEMENT	16	
742,969	8,292,404	INTERETS VERSES	17	
274,860	7,130,696	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18	
325,789	61,241,912	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19	
135,788	29,415,252	PROVISION POUR IMPOTS SUR LE REVENU	20	
190,001	31,826,660	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21	
5,354,898	96,774,940	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES	22	
423	5,682	EFFECTIFS MOYENS	23	

TABLE 13A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1977 (HISTORICAL COST)

TABLEAU 13A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1977 (COUT D'ORIGINE)

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	TOTAL
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	
	DOLLARS				
LAND - TERRAINS	3,064,018	519,638	404,109	64,022	4,051,787
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	31,558,763	3,833,731	5,103,307	945,970	41,841,771
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	15,558,524	4,108,830	5,101,879	1,862,554	27,031,787
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	13,845,376	8,321,778	6,897,785	3,525,850	32,590,789
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECHNIQUE ET DE STUDIO	60,201,706	15,372,860	13,195,929	6,512,811	95,283,306
MOBILE EQUIPMENT - CARS DE REPORTAGE	4,713,561	564,576	207,668	24,902	5,510,707
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	521,607	327,303	423,171	160,867	1,432,948
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	5,121,524	1,209,282	1,113,126	464,842	7,908,774
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	12,286,578	471,882	189,629	110,444	13,058,533
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES .	4,438,748	929,870	172,564	358,672	5,899,854
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	152,110,405	35,659,750	32,809,167	14,030,934	234,610,256

TABLE 13B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1977 (ACCUMULATED STANDARDIZED DEPRECIATION)

TABLEAU 13B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1977 (AMORTISSEMENT NORMALISE ACCUMULE)

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	TOTAL
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	
	DOLLARS				
LAND - TERRAINS
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	11,097,123	2,827,393	2,679,525	577,220	17,181,261
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	3,841,577	2,449,369	3,098,652	1,117,418	10,507,016
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	6,006,793	4,941,588	4,201,583	2,087,133	17,237,097
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECHNIQUE ET DE STUDIO	34,953,505	10,082,813	8,376,225	3,514,468	56,927,011
MOBILE EQUIPMENT - CARS DE REPORTAGE	3,017,249	253,288	111,354	5,344	3,387,235
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	299,046	190,681	220,928	88,677	799,332
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	2,670,140	767,710	718,452	250,609	4,406,911
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	5,974,270	94,367	134,429	72,506	6,275,572
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES .	1,261,544	505,407	39,392	89,674	1,896,017
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	69,121,247	22,112,616	19,580,540	7,803,049	118,617,452

TABLE 13C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1977 (NET VALUE)

TABLEAU 13C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1977 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	TOTAL
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	
	DOLLARS				
LAND - TERRAINS	3,064,018	519,638	404,109	64,022	4,051,787
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	20,861,640	1,006,338	2,423,782	368,750	24,660,510
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	12,116,947	1,659,461	2,003,227	745,136	16,524,771
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	7,838,583	3,380,190	2,696,202	1,438,717	15,353,692
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECHNIQUE ET DE STUDIO	25,248,201	5,290,047	4,819,704	2,998,343	38,356,295
MOBILE EQUIPMENT - CARS DE REPORTAGE	1,696,312	311,288	96,314	19,558	2,123,472
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	222,561	136,622	202,243	72,190	633,616
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	2,451,384	441,572	394,674	214,233	3,501,863
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	6,312,308	377,515	55,200	37,938	6,782,961
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES .	3,177,204	424,463	133,172	268,998	4,003,837
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	82,989,158	13,547,134	13,228,627	6,227,885	115,992,804

TABLE 14. INCOME STATEMENT FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, 1977

TABLEAU 14. ETAT DES REVENUS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, 1977

	RADIO	TELEVISION	TOTAL
	DOLLARS		
OPERATING INCOME (LOSS-) BEFORE UNDER NOTED ITEMS - BENEFICE D'EXPLOITATION (PERTE-) AVANT LES POSTES SUIVANTES.	45,772,667	76,506,194	122,278,861
DEPRECIATION (RECORDED IN ACCOUNTS) - AMORTISSEMENT (COMPTABILISE)	8,098,213	14,102,574	22,200,787
INTEREST EXPENSE - INTERETS VERSES	5,674,328	8,292,404	13,966,732
INVESTMENT AND INTEREST INCOME - IMMOBILISATION ET D'INTERETS PERCUS	3,284,238	3,029,858	6,314,096
INCIDENTAL BROADCASTING INCOME - RECETTES ACCESSOIRES DE RADIODIFFUSION	605,430	2,755,427	3,360,857
ADJUSTMENT OF PRIOR YEARS INCOME - RECRESSEMENT DU REVENU DES ANNEES PRECEDENTES.	397,337-	577,407	180,070
AMORTIZATION OF ORGANIZATION AND START UP EXPENSE - AMORTISSEMENT DES FRAIS D'ETABLISSEMENT ET DE MISE EN MARCHE.	242,810	419,169	661,979
NET OPERATING PROFIT (LOSS-) - BENEFICE NET D'EXPLOITATION (PERTE-)	35,249,647	60,054,739	95,304,386
AMORTIZATION OF GOODWILL - AMORTISSEMENT DE L'ACHALANDAGE	203,475	199,467	402,942
GAIN (LOSS-) FROM SALE OF FIXED ASSETS, INVESTMENTS, ETC. - GAINS (PERTES-) SUR VENTE D'IMMOBILISATIONS.	774,579	1,386,640	2,161,219
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE (PERTE-) AVANT IMPOTS SUR LE REVENU.	35,820,751	61,241,912	97,062,663
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	16,879,826	29,415,252	46,295,078
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	18,940,925	31,826,660	50,767,585

TABLE 15. SALARIES, WAGES AND FRINGE BENEFITS, AND EMPLOYEE STATISTICS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, BY STAFF CATEGORIES, 1977

TABLEAU 15. REMUNERATIONS ET AVANTAGES SOCIAUX, ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR CATEGORIE DE PERSONNEL, 1977

	TOTAL REMUNERATION(1) - REMUNERATIONS TOTALES(1)			AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS		
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL
	DOLLARS			NUMBER - NOMBRE		
PROGRAM - EMISSIONS	111,275,284	173,538,000	284,913,284	8,129	7,711	15,840
TECHNICAL - SERVICES TECHNIQUES	21,222,898	12,426,000	33,648,898	1,397	689	2,086
SALES AND PROMOTION - VENTES ET PROMOTION	46,570,054	10,512,000	57,082,054	2,081	526	2,607
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	41,900,376	62,815,000	104,715,376	2,361	2,757	5,118
DIRECTORS' FEES - JETONS DE PRESENCE DES ADMINISTRATEURS	656,366	33,000	689,366
TOTAL	221,624,978	259,424,000	481,048,978	13,968	11,683	25,651

(1) REPRESENTS GROSS PAYROLLS WHICH INCLUDES ALL MONIES PAID TO THE EMPLOYEES BEFORE ANY DEDUCTIONS. - REMUNERATIONS BRUTES, SOIT TOUTES LES SOMMES VERSEES AUX SALARIES AVANT TOUTE DEDUCTION.

GLOSSARY OF TERMS

AM — Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local — Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national — Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate — A station which is paid to broadcast at stated times programs of a given network.

Broadcasting — Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence — A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking — Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year — The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB (The Canadian Association of Broadcasters) — L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC (Canadian Broadcasting Corporation) — A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC (Canadian Radio-Television Commission) — Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

CTV (CTV Television Network Limited) — A national television network service comprising a group of privately owned television stations.

Call sign — A broadcasting station identification assigned by the Canadian Radio-Television Commission, consisting of a combination of letters and when applicable numerals.

GLOSSAIRE DES TERMES

MA — Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535-1650 kHz.

Publicité locale — Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale — Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée — Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion — Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion — Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion — Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion — Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters) — L'Association canadienne des radiodiffuseurs — Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada — Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la Radio-Télévision canadienne) — Établi en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited) — Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif — Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radio-Télévision canadienne.

Channel - A frequency in the radio spectrum assigned to a radio or television station.

Classification of Survey Universe(1)

Business organization - This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit - This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

- (1) a single radio station operating independently,
- (2) a combination of radio stations (AM/FM),
- (3) a single or originating television station operating independently,
- (4) an originating television station operating in conjunction with a number of rebroadcasting stations or,
- (5) a regional television network such as Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Broadcasting station - A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

DOC - Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

- (1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

Canal - Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification de l'univers de l'enquête(1)

Entreprise commerciale - Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante - La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

- (1) une seule station de radio indépendante,
- (2) une combinaison de stations de radio MA/MF,
- (3) une station indépendante de télévision unique ou émettrice,
- (4) une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
- (5) un réseau régional de télévision comme Global Communications Limited.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Station de radiodiffusion - Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC - Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

- (1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

FM - Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence - See "Broadcasting Licence".

Licensee - A person or company licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

National sales representative - The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network - An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate - To broadcast a radio or television program from a specific location.

Program - Presentation in sound and/or image, by broadcast stations.

Radio - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue - All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits - This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

MF - Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision.

Licence - Voir "Radiodiffusion".

Titulaire de licence - Personne détentricice d'une licence délivrée par le Conseil de la Radio-Télévision canadienne et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national - Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau - Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contract d'affiliation.

Provenir - Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission - Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio - Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes - Toutes les recettes de radio-diffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux - Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

SW - Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting - A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada - A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA (Television Association) - An independent French language network of three stations operational as of March 31, 1972.

Telecast - A television broadcast.

Telecommunication - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television - A system of telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel - A frequency in the radio spectrum assigned to a television station.

OC - En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur - Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada - Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

TVA (Television Association) - Réseau français privé composé de trois stations. En exploitation depuis le 31 mars 1972.

Télédiffusion - Transmissions d'une émission de télévision.

Télécommunication - Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision - Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision - Bande de fréquences assignée à une station de télévision.

Rapports publiés par la
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traitant des

COMMUNICATIONS

Catalogue

- 56 - 001 Communications — Bulletin de service, HS., Bil.
- 56 - 002 Statistique des téléphones, M., Bil.
- 56 - 003 Radiodiffusion, M., Bil.
- 56 - 201 Télécommunications, A., Bil.
- 56 - 202 Statistique des téléphones — Bulletin préliminaire sur les grands réseaux téléphonique, A., Bil.
- 56 - 203 Statistique du téléphone, A., Bil.
- 56 - 204 Radio et télévision, A., Bil.
- 56 - 205 Télédistribution, A., Bil.

A. — Annuel

HS. — Hors série

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- 56 - 002 Telephone Statistics, M., Bil.
- 56 - 003 Radio Statistics, M., Bil.
- 56 - 201 Telecommunications, A., Bil.
- 56 - 202 Telephone Statistics — Preliminary Report on Large Telephone Systems, A., Bil.
- 56 - 203 Telephone Statistics, A., Bil.
- 56 - 204 Radio and Television Broadcasting, A., Bil.
- 56 - 205 Cable Television, A., Bil.

A. — Annual

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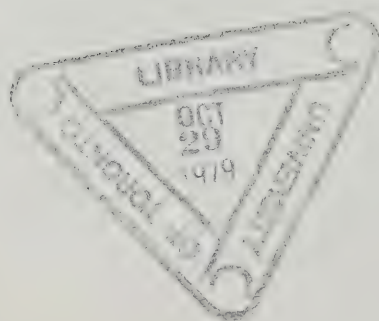


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Glossaire des termes

The Glossary of Terms at the end of this publication provides definitions for those terms which have a special or technical meaning	41	Le glossaire des termes, qui figure à la fin de cette publication définit les termes qui ont un sens spécial ou technique	41
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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-Television Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year to year and related to other forms of communication. Data are compiled on the broadcasting year from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the fourth year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radio-télévision canadienne (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (RC). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radio-diffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la quatrième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, page 18 according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle commune répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, page 18, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1978 and 1977:

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1978 et 1977:

Radio

Total Operating Revenues - Recettes totales d'exploitation

1978(1)

1977

Group - Groupe

1. Over \$2.2 million - Plus de \$2.2 millions
2. \$1.2-\$2.2 million - millions
3. \$992,000-\$1.2 million-millions
4. \$700,000-\$992,000
5. \$565,000-\$700,000
6. \$452,000-\$565,000
7. \$368,000-\$452,000
8. \$256,000-\$368,000
9. \$131,000-\$256,000
10. Under \$131,000 - Moins de \$131,000

Group - Groupe

1. Over \$2.2 million - Plus de \$2.2 millions
2. \$1.1-\$2.2 million - millions
3. \$850,000-\$1.1 million - millions
4. \$670,000-\$850,000
5. \$490,000-\$670,000
6. \$411,000-\$490,000
7. \$304,400-\$411,000
8. \$221,000-\$304,400
9. \$113,000-\$221,000
10. \$113,000 and under - et moins

Television - Télévision

Total Operating Revenues - Recettes totales d'exploitation

1978(2)

1977

Group - Groupe

1. Over \$7.0 million - Plus de \$7.0 millions
2. \$2.7-\$7.0 million - millions
3. \$1.6-\$2.7 " "
4. Under \$1.6 - Moins de \$1.6

Group - Groupe

1. Over \$5.9 million - Plus de \$5.9 millions
2. \$2.5-\$5.9 million - millions
3. \$1.3-\$2.5 " "
4. \$1.3 and under - et moins

- (1) See Table 10, page 32. - Voir le tableau 10, page 32.
 (2) See Table 12, page 36. - Voir le tableau 12, page 36.

Beginning in 1977 the Balance Sheet data for the radio and television broadcasting industry were separated into groups according to holdings of total assets. The group limits in dollars for Business Organizations' holdings of total assets as shown in their Balance Sheets for 1978 and 1977 are as follows:

À partir de 1977, les données du bilan des entreprises de radiodiffusion et de télévision ont été regroupées selon leur actif total. L'actif des entreprises, établi d'après leurs bilans de 1978 et 1977, permet de les classer dans les groupes suivants.

Radio and Television — Radiodiffusion et télévision

Total Assets — Actif total

1978(1)

1977

Group — Groupe

Group — Groupe

1. Over \$4.7 million — Plus de \$4.7 millions
2. \$2.3-\$4.7 million — millions
3. \$1.3-\$2.3 million — millions
4. \$785,000-\$1.3 million — millions
5. \$594,000-\$785,000
6. \$456,000-\$594,000
7. \$360,000-\$456,000
8. \$271,000-\$360,000
9. \$156,000-\$271,000
10. Under \$156,000 — Moins de \$156,000

1. Over \$4.5 million — Plus de \$4.5 millions
2. \$2.3-\$4.5 million — millions
3. \$1.3-\$2.3 million — millions
4. \$797,000-\$1.3 million — millions
5. \$548,000-\$797,000
6. \$423,000-\$548,000
7. \$323,000-\$423,000
8. \$257,000-\$323,000
9. \$150,000-\$257,000
10. Under \$150,000 — Moins de \$150,000

(1) See Table 8, page 28. — Voir tableau 8, page 28.

CTV Television Network Limited

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Canadian Broadcasting Corporation

Société Radio-Canada

Financial data of CBC, a Crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels

which covers CBC annual financial requirements to the end of March. Additionally the calculation of the parliamentary grant replaces depreciation and amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets.

accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars. De plus, le calcul de ces crédits remplace l'amortissement des immobilisations par un montant nécessaire au remboursement des prêts consentis à cette corporation par le gouvernement du Canada pour le financement de nouvelles immobilisations.

Canadian Broadcasting Corporation
Operating Revenues

Radio Canada
Recettes d'exploitation

	Radio	Television — Télévision	Total
	thousands of dollars — milliers de dollars		
Local time sales — Ventes de temps d'antenne (local) ...	450	9,664	10,114
National time sales — Ventes de temps d'antenne (national)	54	27,011	27,065
Network time sales — Ventes de temps d'antenne (réseau)	103	36,665	36,768
Syndication and production — Droits de diffusion et services de production	—	—	—
Other — Autres	2	1,626	1,628
Total	609	74,966	75,575

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Although annual depreciation allowances were made and are shown in this publication, during the period under review principal and interest payments were not made on outstanding capital loans to the Corporation by Parliament.

Bien que des provisions annuelles pour amortissement aient été faites et figurent dans cette publication, aucun versement de principal et d'intérêts n'a été fait au titre des prêts consentis à la société par l'État.

Payment of principal and interest on loans due after March 31, 1974 has been deferred until March 31, 1979 in accordance with orders in Council. P.C. 1974-633, P.C. 1974-704 and P.C. 1974-856.

Les versements de principal et d'intérêts au titre des prêts venant à échéance après le 31 mars 1974 ont été différés jusqu'au 31 mars 1979 en vertu des décrets C.P. 1974-633, C.P. 1974-704 et C.P. 1974-856.

During 1978 the Corporation adopted the policy of recording in its accounts the interest on these loans. This policy was applied retroactively to April 1, 1974, and resulted in increased operating expenditures of \$14,053,194 for each of the years 1978, 1977, 1976 and 1975. Comparative figures have been restated to reflect this change.

Au cours de 1978, la Société a décidé de faire figurer dans ses comptes les intérêts versés sur ces prêts. Cette pratique, rétroactive au 1^{er} avril 1974, a entraîné une hausse des dépenses d'exploitation de \$14,053,194 pour chacune des années 1978, 1977, 1976 et 1975. Les chiffres comparables ont été corrigés en conséquence.

Analysis

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1978 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates, but not counted as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Analyse

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1978. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec ses principales stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas considérés comme stations de télévision.

Classification of Survey Universe

Classification de l'univers de l'enquête

	Radio	Television - Télévision	Total
Business organizations - Entreprises commerciales	280
Reporting units - Unités déclarantes	317	65	
Stations	440	59(1)	382

(1) Originating stations. - Stations émettrices.

Excluding CBC, the following table shows the number of radio stations included in the 1978 survey and their relation to the reporting units.

Le tableau suivant indique le nombre de stations de radio prises en compte dans l'enquête de 1978 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

Radio

	Reporting units - Unités déclarantes	Stations
Single stations - Stations uniques	231	231
AM/FM combinations - Ensembles MA et MF	46	92
Other combinations of radio stations - Autres ensembles de stations de radiodiffusion	40	117
Total	317	440

Radio and Television Broadcasting operating revenues increased from the previous year by 15.9%. Revenue from the sale of air time was \$747.2 million in 1978 compared to \$644.6 million in 1977. Total Revenue in 1978 was \$788.0 million compared to \$671.2 million in 1977 an increase of 17.4%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 15.9 % celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$747.2 millions en 1978 contre \$644.6 millions en 1977; les recettes totales en 1978 s'établissaient à \$788.0 millions et ont dépassé de 17.4 % les \$671.2 millions enregistrés en 1977.

Revenue from Sale of Air Time by Source and Sector

Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television — Télévision	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars			
Private stations — Stations privées	304,868	368,415	673,283	90.1
Canadian Broadcasting Corporation (CBC) — Radio Canada (RC)	607	73,340	73,947	9.9
Total	305,475	441,755	747,230	100.0
Per cent — Pourcentage	40.9	59.1	100.0	

Radio revenue from sale of air time increased 13.5% to \$305.5 million in 1978 from \$269.1 million in 1977. Television revenue from air time sales increased 17.6% to \$441.8 million in 1978 from \$375.6 million in 1977.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$269.1 millions en 1977 à \$305.5 millions en 1978 une augmentation de 13.5 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 17.6 %, passant de \$375.6 millions en 1977 à \$441.8 millions en 1978.

Air Time Sales by Type of Advertising and Source

Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television — Télévision			
	Private — Privée	Canadian Broad- casting Corpo- ration — Radio- Canada	Total	Per cent — Pour centage	Private — Privée	Canadian Broad- casting Corpo- ration — Radio- Canada	Total	Per cent — Pour- centage
	thousands of dollars — milliers de dollars							
Local	222,053	450	222,503	72.8	103,387	9,664	113,051	25.6
National	81,877	54	81,931	26.8	207,851	27,011	234,862	53.2
Network — Réseau	938	103	1,041	0.3	57,177	36,665	93,842	21.2
Total	304,868	607	305,475	100.0	368,415	73,340	441,755	100.0
Per cent — Pourcentage	99.8	0.2	100.0		83.4	16.6	100.0	

Note: Slight discrepancies in tables are due to rounding. — Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Air Time Sales by Type of Advertising

Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television — Télévision	Total	Per cent — Pourcentage
	thousands of dollars — milliers de dollars			
Local	222,503	113,051	335,554	44.9
National	81,931	234,862	316,793	42.4
Network — Réseau	1,041	93,842	94,883	12.7
Total	305,475	441,755	747,230	100.0

Local time sales increased from \$293.0 million in 1977 to \$335.6 million in 1978 or 14.5%. National time sales increased from \$269.6 million in 1977 to \$316.8 million in 1978 or 17.5% while network time sales increased 15.7% from \$82.0 million in 1977 to \$94.9 million in 1978.

Operating expenses in the industry totalled \$1,084.9 million in 1978 compared to \$923.7 million in 1977 an increase of 17.5%. Depreciation was \$53.5 million in 1978 compared to \$46.1 million in 1977 an increase of 16.1%. Interest expense was \$29.0 million compared to \$28.0 million in 1977; an increase of 3.6%. The net cost of CBC operations increased 21.6% to \$482.6 million in 1978 from \$396.8 million in 1977. In private broadcasting, additions to income from other operations were \$13.6 million in 1978, compared to \$11.0 million in 1977. The net profit before income taxes in 1978 was \$118.6 million compared to \$97.1 million in 1977, an increase of 22.1%. Provision for income taxes amounted to \$55.3 million in 1978 compared to \$46.3 million in 1977. The net profit from operations after provision for income taxes was \$63.3 million compared to \$50.8 million in 1977, an increase of 24.6%.

In 1978 there were, on average, 26,851 employees directly employed in broadcasting compared to 25,651 in 1977 an increase of 1,200 employees. Salaries, wages, director's fees and fringe benefits paid were \$549.6 million in 1978 compared to \$481.0 million in 1977 an increase of \$68.6 million.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$293.0 millions en 1977 à \$335.6 millions en 1978, ce qui représente une hausse de 14.5 % pendant que les ventes au niveau national passaient de \$269.6 millions en 1977 à \$316.8 millions en 1978 (+ 17.5 %) et que les ventes à l'échelle du réseau, qui étaient de \$82.0 millions en 1977 atteignaient \$94.9 millions en 1978 (+ 15.7 %).

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$1,084.9 millions en 1978 en comparaison de \$923.7 millions en 1977, ce qui représente un gain de 17.5 %. Les amortissements atteignaient \$53.5 millions en 1978, dépassant de 16.1 % le chiffre de \$46.1 millions enregistré en 1977. Les intérêts atteignaient \$29.0 millions en 1978 dépassant de 3.6 % le chiffre de \$28.0 millions en 1977. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$482.6 millions en 1978, soit une progression de 21.6 % par rapport aux \$396.8 millions de 1977. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$13.6 millions en 1978 en comparaison de \$11.0 millions en 1977. Le bénéfice net avant impôts s'établissait à \$118.6 millions en 1978 contre \$97.1 millions en 1977, un augmentation de 22.1 %. La provision pour impôts, qui était de \$55.3 millions en 1978, totalisait \$46.3 millions en 1977. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$63.3 millions en 1978 en comparaison de \$50.8 en 1977, ce qui représente un gain de 24.6 %.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 26,851 en 1978, soit 1,200 de plus qu'en 1977. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$549.6 millions en 1978, dépassant de \$68.6 millions le chiffre de \$481.0 millions enregistré en 1977.

The tables of the 1978 publication have been slightly rearranged to enhance the presentation of the data. Tables 7A, B, and C, have been added to this publication to replace Table 10 in the previous publication. These new tables give more detail than previous publications on fixed assets and accumulated standardized depreciation by area.

Les tableaux de la publication de 1978 ont été légèrement modifiés de manière à rehausser la présentation des données. Les tableaux 7A, B et C sont nouveaux et remplacent le tableau 10 de la publication antérieure. Ils donnent une ventilation plus détaillée que par le passé des immobilisations et de l'amortissement accumulé normalisé par région.

STATISTICAL TABLES



TABLEAUX STATISTIQUES

TABLE 1. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1978, 1977 AND 1976

TABLEAU 1. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIO-DIFFUSION ET DE LA TELEVISION, 1978, 1977 ET 1976

	1978		1977		1976	
	PRIVATE STATIONS STATIONS PRIVEES	CBC RADIO-CANADA	PRIVATE STATIONS STATIONS PRIVEES	CBC RADIO-CANADA	PRIVATE STATIONS STATIONS PRIVEES	CBC RADIO-CANADA
	DOLLARS					
OPERATING REVENUE - RECETTES D'EXPLOITATION:						
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL)	325,440,264	10,114,000	284,733,024	8,226,000	249,311,056	8,837,000
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL)	289,727,477	27,065,000	245,084,280	24,557,000	210,497,045	21,234,000
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) ...	58,115,793	36,768,000	49,223,081	32,820,000	45,870,268	28,649,000
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE .	673,283,534	73,947,000	579,040,385	65,603,000	505,678,369	58,720,000
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:						
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION	5,519,402	0	1,129,439	0	531,657	0
PRODUCTION REVENUE - RECETTES DE PRODUCTION	27,740,775	0	18,434,587	0	16,291,966	300,000
OTHER REVENUE - AUTRES RECETTES	5,867,439	1,628,000	4,131,985	2,907,000	4,041,446	18,943,000
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	39,127,616	1,628,000	23,696,011	2,907,000	20,865,069	19,243,000
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION	712,411,150	75,575,000	602,736,396	68,510,000	526,543,438	77,963,000
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:						
PROGRAM - EMISSIONS	267,743,395	306,426,000	218,081,128	262,824,000	179,396,073	230,364,000
TECHNICAL - SERVICES TECHNIQUES	42,470,250	60,025,000	39,620,325	56,410,000	33,660,574	67,831,000
SALES AND PROMOTION - VENTES ET PROMOTION	101,179,439	19,813,000	87,750,836	17,171,000	76,175,056	15,199,000
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	155,834,226	131,368,000	135,005,246	106,862,000	117,990,646	80,166,000
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES	567,227,310	517,632,000	480,457,535	443,267,000	407,222,349	393,560,000
DEPRECIATION - AMORTISSEMENT	25,259,819	28,228,000	22,200,787	23,913,000	19,003,349	20,114,000
INTEREST EXPENSE - INTERETS VERSES	14,952,739	14,053,000	13,966,732	14,053,000	12,178,846	14,053,000
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	13,624,332	1,708,000	10,951,321	1,891,000	8,049,494	1,759,000
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	118,595,614	...	97,062,663	...	96,188,388	...
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA	482,630,000	...	410,832,000	...	348,005,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	55,337,543	...	46,295,078	...	43,663,978	...
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	63,258,071	...	50,767,585	...	52,524,410	...
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS	14,618	12,233	13,968	11,683	13,258	11,422

TABLE 2. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1978

TABLEAU 2. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1978

	PRIVATE RADIO	STATIONS - STATIONS TELEVISION	PRIVEES TOTAL	CBC - RADIO-CANADA	TOTAL
	DOLLARS				
OPERATING REVENUE - RECETTES D'EXPLOITATION:					
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA					
VENTE DE TEMPS D'ANTENNE:					
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE					
(LOCAL)	222,053,271	103,386,993	325,440,264	10,114,000	335,554,264
NATIONAL TIME SALES - VENTES DE TEMPS					
D'ANTENNE (NATIONAL)	81,870,588	207,850,889	289,727,477	27,065,000	316,792,477
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE					
(RESEAU)	938,394	57,177,399	58,115,793	36,768,000	94,883,793
REVENUE FROM SALE OF AIR TIME - TOTAL -					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	304,868,253	368,415,281	673,283,534	73,947,000	747,230,534
PRODUCTION AND OTHER REVENUE - RECETTES DE					
PRODUCTION ET AUTRES RECETTES:					
SYNDICATION REVENUE - VENTES DE DROITS DE					
DIFFUSION	54,553	5,464,849	5,519,402	0	5,519,402
PRODUCTION REVENUE - RECETTES DE PRODUCTION ..	1,533,554	26,207,221	27,740,775	0	27,740,775
OTHER REVENUE - AUTRES RECETTES	2,490,157	3,377,282	5,867,439	1,628,000	7,495,439
PRODUCTION AND OTHER REVENUE - TOTAL -					
RECETTES DE PRODUCTION ET AUTRES RECETTES	4,078,264	35,049,352	39,127,616	1,628,000	40,755,616
OPERATING REVENUE - TOTAL - RECETTES					
D'EXPLOITATION	308,946,517	403,464,633	712,411,150	75,575,000	787,986,150
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:					
PROGRAM - EMISSIONS	91,283,956	176,459,439	267,743,395	306,426,000	574,169,395
TECHNICAL - SERVICES TECHNIQUES	13,847,070	28,623,180	42,470,250	60,025,000	102,495,250
SALES AND PROMOTION - VENTES ET PROMOTION	63,062,916	38,116,523	101,179,439	19,813,000	120,992,439
ADMINISTRATION AND GENERAL - ADMINISTRATION ET					
FRAIS GENERAUX	89,743,299	66,090,927	155,834,226	131,368,000	287,202,226
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL					
PARTIEL, DEPENSES INTERNES	257,937,241	309,290,069	567,227,310	517,632,000	1,084,859,310
DEPRECIATION - AMORTISSEMENT	9,769,794	15,490,025	25,259,819	28,228,000	53,487,819
INTEREST EXPENSE - INTERETS VERSES	6,773,118	8,179,621	14,952,739	14,053,000	29,005,739
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES					
REDESSEMENTS - REVENU (DEPENSE-)	3,422,176	10,202,156	13,624,332	1,708,000	15,332,332
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE					
NET (PERTE-) AVANT IMPOTS SUR LE REVENU	37,888,540	80,707,074	118,595,614	...	118,595,614
NET COST OF CBC OPERATIONS - COUT NET					
D'EXPLOITATION DE RADIO-CANADA	482,630,000	482,630,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS					
SUR LE REVENU	18,118,162	37,219,381	55,337,543	...	55,337,543
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE					
NET (PERTE-) APRES IMPOTS SUR LE REVENU	19,770,378	43,487,693	63,258,071	...	63,258,071
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS ...	8,674	5,944	14,618	12,233	26,851

TABLE 3. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1978

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU-PRINCE- EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO	MANITOBA
1	BUSINESS ORGANIZATIONS	0	15	12	65	82	11
	ASSETS						
	CURRENT:						
2	CASH	228,608	1,059,921	455,452	3,388,142	5,961,001	2,924,173
3	SECURITIES	409,217	2,855,661	125,000	17,812,659	2,983,591	100,000
4	RECEIVABLES (NET)	1,977,798	4,432,544	3,624,484	31,387,469	48,706,425	6,591,322
5	INVENTORIES	91,860	0	4,508	1,785,137	4,616,224	22,161
6	PREPAID EXPENSES	162,845	18,990	27,705	5,319,634	17,516,959	691,437
7	OTHER	82,038	161,041	729,184	7,437,877	12,894,624	366,917
8	TOTAL CURRENT ASSETS	2,952,366	8,528,157	4,966,333	67,130,918	92,678,824	10,696,010
	INVESTMENTS AND ADVANCES:						
9	ASSOCIATED COMPANIES	0	3,012,885	2,362,025	8,886,478	51,439,354	623,771
10	OTHER	101,515	284,477	2,714,496	2,445,805	12,636,936	877,441
11	TOTAL INVESTMENTS AND ADVANCES	101,515	3,297,362	5,076,521	11,332,283	64,076,290	1,501,212
	FIXED ASSETS, BROADCASTING:						
12	LAND, PROPERTY AND EQUIPMENT	6,905,408	10,376,441	15,712,556	102,642,036	141,665,757	33,699,456
13	LESS: ACCUMULATED DEPRECIATION	3,486,157	6,235,754	10,542,807	43,903,817	75,299,825	16,092,384
14	NET FIXED ASSETS, BROADCASTING	3,419,251	4,140,687	5,169,749	58,738,219	66,365,932	17,607,072
15	NET FIXED ASSETS, NON-BROADCASTING	36,276	89,426	58,247	808,651	4,031,661	545,606
16	INTANGIBLE ASSETS	15,000	134,337	226,267	11,705,121	19,464,711	625,348
17	OTHER ASSETS	53,792	625,877	190,941	9,583,577	16,754,267	12,460,063
18	TOTAL FIXED AND OTHER ASSETS	3,524,319	4,990,327	5,645,204	80,835,568	106,616,571	31,238,089
19	TOTAL NON-CURRENT ASSETS	3,625,834	8,287,689	10,721,725	92,167,851	170,692,861	32,739,301
20	TOTAL ASSETS	6,578,200	16,815,846	15,688,058	159,298,769	263,371,685	43,435,311
	LIABILITIES						
	CURRENT:						
21	BANK LOANS	362,831	424,444	1,106,184	4,138,458	14,432,893	1,521,420
22	OTHER LOANS	0	30,459	445,000	1,717,059	2,084,605	343,250
23	ACCOUNTS PAYABLE AND ACCRUED	1,165,629	1,481,480	1,296,827	17,293,073	29,403,957	3,540,442
24	INCOME TAX PAYABLE	177,320	191,267	263,101	3,761,454	3,205,503	242,689
25	DIVIDENDS PAYABLE	30,000	1,168	24,780	772,930	41,856	400,000
26	UNEARNED INCOME	0	0	0	93,798	48,355	861,251
27	CURRENT PORTION LONG-TERM DEBT	78,911	27,624	265,818	3,779,115	3,252,599	1,076,374
28	OTHER	146,468	2,017,188	10,000	2,031,302	26,185,085	1,453,246
29	TOTAL CURRENT LIABILITIES	1,961,159	4,173,630	3,416,710	33,587,189	78,654,853	9,438,672
	NON-CURRENT LIABILITIES:						
	LONG-TERM DEBT:						
30	NOTES	217,450	13,124	4,150,879	14,531,831	35,057,991	125,204
31	MORTGAGES AND BONDS	542,247	304,843	367,621	16,797,128	1,913,830	256,622
32	DEBENTURES	0	0	375,000	6,262,873	26,842,958	8,010,796
33	LESS: CURRENT PORTION	78,911	27,624	265,818	3,779,115	3,252,599	1,076,374
34	TOTAL LONG-TERM DEBT	680,786	290,343	4,627,682	33,812,717	60,562,180	7,316,248
35	DEFERRED INCOME TAXES	153,714	62,238	35,939	6,632,772	8,069,553	3,243,097
36	OTHER LIABILITIES	863,897	1,043,941	877,113	5,015,258	25,187,714	1,708,655
37	TOTAL NON-CURRENT LIABILITIES	1,698,397	1,396,522	5,540,734	45,460,747	93,819,447	12,268,000
38	TOTAL LIABILITIES	3,659,556	5,570,152	8,957,444	79,047,936	172,474,300	21,706,672
	SHAREHOLDERS' EQUITY:						
	SHARE CAPITAL ISSUED:						
39	PREFERRED	80,750	72,770	316,250	6,759,369	15,699,081	215,225
40	COMMON	274,850	485,606	166,003	20,556,625	14,481,583	4,302,817
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31.	2,563,044	9,818,603	6,171,152	52,864,273	57,358,775	17,192,701
42	OTHER SURPLUS	0	868,715	77,209	70,566	3,357,946	17,896
43	TOTAL SHAREHOLDERS' EQUITY	2,918,644	11,245,694	6,730,614	80,250,833	90,897,385	21,728,639
44	TOTAL LIABILITIES AND EQUITY ...	6,578,200	16,815,846	15,688,058	159,298,769	263,371,685	43,435,311

NOTE: LINE 40, CBC, REPRESENTS THE EQUITY OF THE GOVERNMENT OF CANADA IN THE CBC.

TABLEAU 3. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1978

SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	SUB-TOTAL PRIVATE STATIONS - TOTAL PARTIEL STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL, PRIVATE STATIONS AND CBC - TOTAL, STATIONS PRIVEES ET RADIO-CANADA	NO
17	28	44	280	1	281	
DOLLARS						ENTREPRISES
ACTIF						1
DISPONIBILITES:						
1,389,653	2,026,838	2,017,887	19,451,675	5,344,000	24,795,675	ENCAISSE
4,741,582	5,657,090	172,985	34,857,785	0	34,857,785	VALEURS MOBILIERES
5,359,720	13,945,555	11,890,271	127,915,588	20,019,000	147,934,588	COMPTES A RECEVOIR (NETS)
124,586	942,770	2,495,328	10,082,574	60,026,000	70,108,574	STOCKS
48,958	7,306,540	1,981,874	33,074,942	12,637,000	45,711,942	FRAIS PAYES D'AVANCE
213,429	1,041,550	2,770,176	25,696,936	1,617,000	27,313,936	AUTRES
11,877,928	30,920,443	21,328,521	251,079,500	99,643,000	350,722,500	TOTAL, DISPONIBILITES
PLACEMENTS ET AVANCES:						
2,871,450	15,175,395	2,851,923	87,223,281	352,000	87,575,281	SOCIETES AFFILIEES
1,424,463	249,996	757,990	21,493,119	0	21,493,119	AUTRES
4,295,913	15,425,391	3,609,913	108,716,400	352,000	109,068,400	TOTAL PLACEMENTS ET AVANCES
IMMOBILISATIONS, RADIODIFFUSION:						
23,571,189	32,962,225	43,896,978	411,432,046	531,315,000	942,747,046	TERRAINS, INSTALLATIONS ET MATERIEL
9,871,140	18,600,423	21,720,332	205,752,639	209,571,000	415,323,639	MOINS: AMORTISSEMENT ACCUMULE
13,700,049	14,361,802	22,176,646	205,679,407	321,744,000	527,423,407	IMMOBILISATIONS NETTES, RADIODIFFUSION ...
171,866	870,182	3,532,176	10,144,091	0	10,144,091	IMMOBILISATIONS NETTES, NON DE RADIO- DIFFUSION.
1,096,737	337,011	1,626,963	35,231,495	0	35,231,495	IMMOBILISATIONS INCORPORELLES
16,573	1,435,009	1,759,202	42,879,301	0	42,879,301	AUTRES ELEMENTS D'ACTIF
14,985,225	17,004,004	29,094,987	293,934,294	321,744,000	615,678,294	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF.
19,281,138	32,429,395	32,704,900	402,650,694	322,096,000	724,746,694	TOTAL, ACTIF NON DISPONIBLE
31,159,066	63,349,838	54,033,421	653,730,194	421,739,000	1,075,469,194	TOTAL, ACTIF
PASSIF						
EXIGIBILITES:						
2,231,010	5,162,364	5,136,550	34,516,154	0	34,516,154	EMPRUNTS BANCAIRES
343,848	275,000	741,386	5,980,607	0	5,980,607	AUTRES EMPRUNTS
3,124,112	5,540,000	7,007,690	69,853,210	46,557,000	116,410,210	COMPTES A PAYER ET PASSIF COURU
691,359	1,162,458	615,118	10,315,269	0	10,315,269	IMPOTS SUR LE REVENU A PAYER
0	3,520	250,202	1,524,456	56,213,000	57,737,456	DIVIDENDES A VERSER
0	88,577	66,487	1,158,568	18,665,000	19,823,568	REVENU DIFFERE
354,583	3,171,371	618,816	12,625,211	0	12,625,211	PARTIE EXIGIBLE DE LA DETTE A LONG TERME
119,548	9,079,378	5,415,274	46,457,489	60,568,000	107,025,489	AUTRES
6,864,460	24,482,768	19,851,523	182,430,964	182,003,000	364,433,964	TOTAL, EXIGIBILITES
PASSIF NON EXIGIBLE:						
DETTE A LONG TERME:						
5,669,613	8,230,252	4,536,591	72,532,935	0	72,532,935	BILLETS
261,152	693,784	1,891,391	23,028,618	0	23,028,618	HYPOTHEQUES ET OBLIGATIONS GARANTIES .
458,000	1,803,945	2,605,116	46,358,688	0	46,358,688	OBLIGATIONS NON GARANTIES
354,583	3,171,371	618,816	12,625,211	0	12,625,211	MOINS: LA PARTIE EXIGIBLE
6,034,182	7,556,610	8,414,282	129,295,030	0	129,295,030	TOTAL, DETTE A LONG TERME
1,097,848	639,409	1,186,875	21,121,445	0	21,121,445	IMPOTS SUR LE REVENU DIFFERES
525,875	5,023,918	3,406,095	43,652,466	0	43,652,466	AUTRES ELEMENTS DE PASSIF
7,657,905	13,219,937	13,007,252	194,068,941	0	194,068,941	TOTAL, PASSIF NON EXIGIBLE
14,522,365	37,702,705	32,858,775	376,499,905	182,003,000	558,502,905	TOTAL, PASSIF
AVOIR DES ACTIONNAIRES:						
CAPITAL-ACTIONS EMIS:						
189,700	547,500	3,812,638	27,693,383	0	27,693,383	ACTIONS PRIVILEGIEES
714,253	955,290	5,300,496	47,237,523	239,736,000	286,973,523	ACTIONS ORDINAIRES
15,613,855	24,009,565	11,884,496	197,476,464	0	197,476,464	BENEFICES NON REPARTIS (DEFICIT ACCUMULE-) AU 31 ADUT.
118,893	134,678	177,016	4,822,919	0	4,822,919	AUTRES SURPLUS
16,636,701	25,647,133	21,174,646	277,230,289	239,736,000	516,966,289	TOTAL, AVOIR DES ACTIONNAIRES
31,159,066	63,349,838	54,033,421	653,730,194	421,739,000	1,075,469,194	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES.

NOTA: LIGNE 40, RADIO-CANADA, REPRESENT L'AVOIR PROPRE DU GOUVERNEMENT DU CANADA A RADIO-CANADA.

TABLE 4. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1978

	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU- PRINCE- EDOUARD	NOVA SCOTIA — NOUVELLE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
NO.					
1 BUSINESS ORGANIZATIONS	6	15	12	65	82
			DOLLARS		
SOURCE OF FUNDS:					
OPERATIONS:					
2 NET PROFIT (LOSS-) FROM BROADCAST OPER- OPERATIONS AFTER INCOME TAXES.	488,498	3,666,002	774,800	17,295,839	22,123,716
3 NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	0	379	27,407	769,115-	115,307
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:					
4 DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	442,819	778,798	970,784	5,989,036	9,633,802
5 DEFERRED INCOME TAXES	2,571	4,789	242-	1,773,457	495,626
6 TOTAL FUNDS PROVIDED FROM OPERATIONS ...	933,888	4,449,968	1,772,749	24,289,217	32,368,451
OTHER:					
7 INCREASE IN LONG TERM DEBT	662,647	0	743,630	4,913,313	22,349,208
8 PROCEEDS FROM SALE OF SHARE CAPITAL	35,490	0	0	338,507	2,511,284
DECREASE IN FIXED ASSETS:					
9 (A) BROADCAST ONLY	344,320	4,175	31,615	151,249	463,579
10 (B) NON-BROADCASTING	139,414	0	0	36,128	43,166
11 DECREASE IN INVESTMENTS AND ADVANCES	80,609	196,256	302,752	3,544,700	6,092,546
12 OTHER SOURCES OF FUNDS	483,021	79,000	182,788	704,309	12,979,242
13 TOTAL, OTHER FUNDS PROVIDED	1,745,501	279,431	1,260,785	9,688,206	44,439,025
14 TOTAL FUNDS PROVIDED	2,679,389	4,729,399	3,033,534	33,977,423	76,807,476
APPLICATION OF FUNDS:					
ADDITIONS TO FIXED ASSETS:					
15 (A) BROADCAST ONLY	1,542,763	1,620,029	710,117	9,088,541	15,694,643
16 (B) NON-BROADCASTING	1,150	10,193	3,294	508,716	361,156
17 ADDITIONS TO INVESTMENTS AND ADVANCES	50,685	1,515	1,124,890	1,416,723	26,280,816
18 DEFERRED EXPENDITURES	0	0	0	51,947	557,264
DIVIDENDS DECLARED:					
19 (A) COMMON SHARES	313,095	1,736,648	1,296,095	5,527,170	22,276,525
20 (B) PREFERRED SHARES	0	1,168	18,180	669,224	1,812,084
21 REDUCTION OF LONG TERM DEBT	186,847	42,730	200,180	9,508,040	6,717,385
22 REDEMPTION OF SHARES	0	0	15,000	175,800	0
23 OTHER APPLICATION OF FUNDS	61,020	202,385	6,506	589,925	8,191,691
24 TOTAL FUNDS USED	2,155,560	3,614,668	3,374,262	27,536,086	81,891,564
25 INCREASE (DECREASE-) IN WORKING CAPITAL	523,829	1,114,731	340,728-	6,441,337	5,084,088-
26 WORKING CAPITAL AT BEGINNING OF YEAR	467,378	3,239,796	1,890,351	27,102,392	19,108,059
27 WORKING CAPITAL AT AUGUST 31	991,207	4,354,527	1,549,623	33,543,729	14,023,971

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLUMBIE-BRITANNIQUE ET YUKON	TOTAL		
11	17	28	44	280	ENTREPRISES	1
		DOLLARS				
					PROVENANCE DES FONDS:	
3,828,095	3,526,124	7,089,928	4,365,069	63,258,071	EXPLOITATION: BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLOITATION DES ENTREPRISES DE RADIO- DIFFUSION, APRES IMPOTS SUR LE REVENU.	2
757,423	5,320-	12,794	245,452	384,327	BENEFICE NET (PERTE-) PROVENANT D'ACTI- VITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
2,231,998	1,701,530	2,377,332	3,432,831	27,558,930	DEPENSES NE NECESSITANT PAS DE MISE DE FONDS: DEPRECIATION ET AMORTISSEMENT (COMPTABILISE).	4
857,673	413,706	434,037	109,500	4,091,117	IMPOTS SUR LE REVENU DIFFERES	5
7,675,189	5,736,040	9,914,091	8,152,852	95,292,445	TOTAL DES FONDS PROVENANT DE L'EX- PLOITATION.	6
1,225,670	203,495	1,818,177	2,708,789	34,624,929	AUTRES: AUGMENTATION DE LA DETTE A LONG TERME	7
75,953	0	5	269,975	3,231,214	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
10,835	78,938	46,161	222,161	1,353,033	DIMINUTION DES IMMOBILISATIONS: (A) ACTIVITES DE RADIODIFFUSION SEULEMENT.	9
0	5,500	17,742	10,034	251,984	(B) AUTRES QUE LA RADIODIFFUSION	10
291,046	3,725,867	1,507,549	103,937	15,845,262	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
381,405	286,664	1,847,095	184,608	17,128,132	AUTRES SOURCES DE FONDS	12
1,984,909	4,300,464	5,236,729	3,499,504	72,434,554	ENSEMBLE DES AUTRES FONDS FOURNIS	13
9,660,098	10,336,504	15,150,820	11,652,356	167,726,999	TOTAL DES FONDS FOURNIS	14
					UTILISATION DES FONDS:	
4,719,661	4,541,326	5,025,758	4,165,432	47,108,270	ADDITIONS AUX IMMOBILISATIONS: (A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
719	13,037	319,503	78,200	1,295,968	(B) AUTRES QUE LA RADIODIFFUSION	16
97,826	2,285,091	1,242,670	483,661	32,983,877	ACCRUISSEMENT DES PLACEMENTS ET DES AVANCES	17
138,274	0	99,540	3,513	850,538	DEPENSES DIFFEREES	18
1,287,276	4,927,518	3,726,157	3,411,980	44,502,464	DIVIDENDES DECLARES: (A) ACTIONS ORDINAIRES	19
1,236	4,698	0	6,874	2,513,464	(B) ACTIONS PRIVILEGIEES	20
1,551,681	366,550	5,361,682	838,288	24,773,383	DIMINUTION DE LA DETTE A LONG TERME	21
0	15,899	275	550,020	756,994	RACHAT D' ACTIONS	22
4,132,589	402,068	606,424	616,166	14,808,774	AUTRES UTILISATIONS DES FONDS	23
11,929,262	12,556,187	16,382,009	10,154,134	169,593,732	TOTAL DES FONDS UTILISES	24
2,269,164-	2,519,683-	1,231,189-	1,498,222	1,866,733-	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
3,526,502	7,533,151	7,668,864	21,224-	70,515,269	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
1,257,338	5,013,468	6,437,675	1,476,998	68,648,536	FONDS DE ROULEMENT AU 31 AOÛT	27

TABLE 5. REVENUE, EXPENSES AND EMPLOYEES OF PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY AREA, 1978

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ÎLE-DU PRINCE-ÉDOUARD	NOUVELLE- ÉCOSSE	NOUVEAU- BRUNSWICK		
1 REPORTING UNITS	9	13	13	76	93
			DOLLARS		
OPERATING REVENUE:					
2 REVENUE FROM SALE OF AIR TIME:					
3 LOCAL TIME SALES	6,148,271	8,090,655	6,584,554	44,055,917	77,253,417
3 NATIONAL TIME SALES	937,909	1,828,214	1,325,410	19,588,383	34,752,901
4 NETWORK TIME SALES	662,197	0	0	16,900	7,718
5 TOTAL REVENUE FROM SALE OF AIR TIME ..	7,748,377	9,918,869	7,909,964	63,661,200	112,014,036
PRODUCTION AND OTHER REVENUE:					
6 SYNDICATION REVENUE	0	0	0	21,791	32,762
7 PRODUCTION REVENUE	4,402	10,222	20,406	817,061	62,375
8 OTHER REVENUE	16,598	0	39,747	1,331,887	408,638
9 TOTAL PRODUCTION AND OTHER REVENUE	21,000	10,222	60,153	2,170,739	503,775
10 TOTAL OPERATING REVENUE	7,769,377	9,929,091	7,970,117	65,831,939	112,517,811
DEPARTMENTAL EXPENSES:					
11 PROGRAM	2,417,504	2,841,874	2,371,532	20,356,822	31,924,643
12 TECHNICAL	493,939	665,565	446,608	2,666,364	5,200,799
13 SALES AND PROMOTION	1,431,266	2,027,059	1,796,334	13,263,723	23,692,162
14 ADMINISTRATION AND GENERAL	2,348,496	3,196,963	2,669,533	23,020,284	29,803,283
15 SUB-TOTAL, DEPARTMENTAL EXPENSES	6,691,205	8,731,461	7,284,007	59,307,193	90,620,887
16 DEPRECIATION	314,382	462,045	410,394	1,916,763	3,625,892
17 INTEREST EXPENSE	112,471	62,479	214,191	1,395,902	2,868,613
18 OTHER ADJUSTMENTS - INCOME (EXPENSE-)	6,593-	285,254	28,125	601,924	1,344,942
19 NET PROFIT (LOSS-) BEFORE INCOME TAXES	644,726	958,360	89,650	3,814,005	16,747,361
20 PROVISION FOR INCOME TAXES	339,948	359,912	92,758	2,654,118	7,754,175
21 NET PROFIT (LOSS-) AFTER INCOME TAXES	304,778	598,448	3,108-	1,159,887	8,993,186
22 SALARIES AND BENEFITS INCLUDED IN EXPENSES	3,599,511	5,250,128	3,960,625	30,637,094	48,082,161
23 AVERAGE NUMBER OF EMPLOYEES	258	378	265	1,887	2,988

TABLEAU 5. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR REGION, 1978

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		
13	18	29	53	317	UNITES DECLARANTES	1
DOLLARS						
10,226,828	11,340,611	27,218,379	31,134,639	222,053,271	RECETTES D'EXPLOITATION:	
2,706,598	2,574,804	7,411,804	10,750,565	81,876,588	RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
0	0	250,870	709	938,394	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
					VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
					VENTES DE TEMPS D'ANTENNE (RESEAU)	4
12,933,426	13,915,415	34,881,053	41,885,913	304,868,253	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
0	0	0	0	54,553	RECETTES DE PRODUCTION ET AUTRES RECETTES:	
88,686	94,643	369,859	65,900	1,533,554	VENTES DE DROITS DE DIFFUSION	6
79,917	123,851	132,742	356,777	2,490,157	RECETTES DE PRODUCTION	7
					AUTRES RECETTES	8
168,603	218,494	502,601	422,677	4,078,264	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
13,102,029	14,133,909	35,383,654	42,308,590	308,946,517	TOTAL, RECETTES D'EXPLOITATION	10
4,327,561	4,348,555	9,359,439	13,336,026	91,283,956	DEPENSES INTERNES:	
594,246	704,409	1,357,349	1,717,791	13,847,070	EMISSIONS	11
2,672,264	2,967,044	7,021,596	8,191,468	63,062,916	SERVICES TECHNIQUES	12
3,440,484	3,705,948	9,429,374	12,128,934	89,743,299	VENTES ET PROMOTION	13
					ADMINISTRATION ET FRAIS GENERAUX	14
11,034,555	11,725,956	27,167,758	35,374,219	257,937,241	TOTAL PARTIEL, DEPENSES INTERNES	15
469,251	516,135	854,839	1,200,093	9,769,794	AMORTISSEMENT	16
151,627	227,495	694,293	1,046,047	6,773,118	INTERETS VERSES	17
32,083	736,520	102,618	502,539	3,422,176	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
1,478,679	2,400,843	6,564,146	5,190,770	37,888,540	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
642,847	824,899	3,422,215	2,027,290	18,118,162	PROVISION POUR IMPOTS SUR LE REVENU	20
835,832	1,575,944	3,141,931	3,163,480	19,770,378	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
6,623,190	6,868,863	15,767,733	19,929,616	140,718,921	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
411	469	864	1,154	8,674	EFFECTIFS MOYENS	23

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TABLE 6. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY AREA, 1978

NO.	ATLANTIC PROVINCES - PROVINCES DE L'ATLANTIQUE			QUEBEC	ONTARIO
1	REPORTING UNITS	6		13	17
				DOLLARS	
	OPERATING REVENUE:				
	REVENUE FROM SALES OF AIR TIME:				
2	LOCAL TIME SALES	7,965,224		35,231,774	15,127,207
3	NATIONAL TIME SALES	8,350,432		47,504,078	105,646,045
4	NETWORK TIME SALES	5,998,844		10,239,442	19,348,413
5	TOTAL REVENUE FROM SALE OF AIR TIME	22,314,500		92,975,294	140,121,665
	PRODUCTION AND OTHER REVENUE:				
6	SYNDICATION REVENUE	0		0	5,097,660
7	PRODUCTION REVENUE	538,054		5,134,222	15,204,826
8	OTHER REVENUE	124,488		645,910	1,088,618
9	TOTAL PRODUCTION AND OTHER REVENUE	662,542		5,780,132	21,391,104
10	TOTAL OPERATING REVENUE	22,977,042		98,755,426	161,512,769
	DEPARTMENTAL EXPENSES:				
11	PROGRAM	9,253,272		29,776,135	83,979,957
12	TECHNICAL	2,558,935		9,569,328	7,979,280
13	SALES AND PROMOTION	2,452,396		9,791,905	14,140,703
14	ADMINISTRATION AND GENERAL	3,811,915		19,707,410	22,768,705
15	SUB-TOTAL DEPARTMENTAL EXPENSES	18,076,518		68,844,778	128,868,645
16	DEPRECIATION	934,457		3,775,273	5,846,570
17	INTEREST EXPENSE	87,164		1,528,960	3,652,938
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	2,169,883		4,696,055	2,068,914
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	6,048,786		29,302,470	25,213,530
20	PROVISION FOR INCOME TAXES	1,895,648		13,266,440	12,255,456
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	4,153,138		16,036,030	12,958,074
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	6,917,383		29,431,684	38,661,339
23	AVERAGE NUMBER OF EMPLOYEES	415		1,543	2,103

TABLEAU 6. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR REGION, 1978

MANITOBA AND/ET SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
10	10	9	65	UNITES DECLARANTES	1
DOLLARS					
RECETTES D'EXPLOITATION:					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:					
13,469,198	19,722,263	11,871,327	103,386,993	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
11,448,839	16,286,746	18,614,749	207,850,889	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
7,088,915	7,387,203	7,114,582	57,177,399	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
32,006,952	43,396,212	37,600,656	368,415,281	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:					
0	197,788	169,401	5,464,849	VENTES DE DROITS DE DIFFUSION	6
1,013,229	2,492,742	1,824,148	26,207,221	RECETTES DE PRODUCTION	7
507,274	565,511	445,481	3,377,282	AUTRES RECETTES	8
1,520,503	3,256,041	2,439,030	35,049,352	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9
33,527,455	46,652,253	40,039,688	403,464,633	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:					
13,988,473	19,532,147	19,929,455	176,459,439	EMISSIONS	11
2,529,759	3,006,111	2,979,767	28,623,180	SERVICES TECHNIQUES	12
3,265,415	4,925,647	3,540,457	38,116,523	VENTES ET PROMOTION	13
5,180,441	8,120,192	6,502,264	66,090,927	ADMINISTRATION ET FRAIS GENERAUX	14
24,964,088	35,584,097	32,951,943	309,290,069	TOTAL PARTIEL, DEPENSES INTERNES	15
1,560,777	1,457,588	1,915,360	15,490,025	AMORTISSEMENT	16
1,068,627	1,097,031	744,901	8,179,621	INTERETS VERSES	17
609,033	305,387	147,116-	10,202,156	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
6,542,996	9,318,924	4,280,368	80,707,074	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19
2,988,109	4,123,217	2,690,511	37,219,381	PROVISION POUR IMPOTS SUR LE REVENU	20
3,554,887	5,195,707	1,589,857	43,487,693	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21
9,956,850	12,732,046	12,054,925	109,754,227	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
587	716	580	5,944	EFFECTIFS MOYENS	23

TABLE 7A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1978 (HISTORICAL COST)

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOVA SCOTIA — NOUVELE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
				DOLLARS		
1	LAND	409,828	309,063	404,337	3,867,803	5,486,471
2	LAND IMPROVEMENTS AND BUILDINGS	1,345,329	2,041,727	2,837,853	23,584,766	19,865,216
3	TOWER AND ANTENNA SYSTEM	1,161,991	855,410	1,394,170	5,462,293	15,431,901
4	TRANSMITTER EQUIPMENT	1,480,599	1,996,778	4,396,591	12,732,976	26,583,659
5	STUDIO AND TECHNICAL EQUIPMENT	1,494,408	3,909,542	4,981,517	31,662,319	55,741,773
6	MOBILE EQUIPMENT	145,605	36,115	104,440	2,256,289	2,554,900
7	AUTOMOBILES AND TRUCKS	249,343	252,608	190,687	986,075	1,766,519
8	FURNITURE AND FIXTURES	506,868	653,036	569,526	5,015,646	8,207,684
9	OTHER PROPERTY, PLANT AND EQUIPMENT	8,214	25,005	55,308	1,789,681	1,428,226
10	LEASEHOLD IMPROVEMENTS	573,122	297,157	308,228	5,274,301	5,493,373
11	TOTAL PROPERTY, PLANT AND EQUIPMENT	7,375,307	10,376,441	15,242,657	102,632,149	142,559,722

TABLE 7B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1978 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.		NEWFOUNDLAND AND PRINCE EDWARD -	NOVA SCOTIA	NEW BRUNSWICK -	QUEBEC	ONTARIO
		TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK		
				DOLLARS		
1	LAND
2	LAND IMPROVEMENTS AND BUILDINGS	408,591	938,790	1,498,336	6,788,975	10,254,304
3	TOWER AND ANTENNA SYSTEM	619,027	442,710	602,293	2,768,477	8,216,131
4	TRANSMITTER EQUIPMENT	1,044,709	1,321,058	2,640,351	8,020,967	13,962,282
5	STUDIO AND TECHNICAL EQUIPMENT	758,441	2,486,174	3,823,294	20,371,656	36,160,974
6	MOBILE EQUIPMENT	81,716	21,629	46,618	1,651,496	1,438,170
7	AUTOMOBILES AND TRUCKS	128,653	144,094	115,625	551,530	1,006,377
8	FURNITURE AND FIXTURES	298,048	364,121	367,815	2,751,878	4,634,013
9	OTHER PROPERTY, PLANT AND EQUIPMENT	8,214	17,298	40,158	1,011,544	585,768
10	LEASEHOLD IMPROVEMENTS	366,834	121,833	92,883	1,938,209	2,700,470
11	TOTAL PROPERTY, PLANT AND EQUIPMENT	3,714,233	5,857,707	9,227,373	45,854,732	78,958,489

TABLE 7C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY AREA, 1978 (NET VALUE)

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOVA SCOTIA — NOUVELLE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
				DOLLARS		
1	LAND	409,828	309,063	404,337	3,867,803	5,486,471
2	LAND IMPROVEMENTS AND BUILDINGS	936,738	1,102,937	1,339,517	26,795,791	9,610,912
3	TOWER AND ANTENNA SYSTEM	542,964	412,700	791,877	2,693,816	7,215,770
4	TRANSMITTER EQUIPMENT	435,890	675,720	1,756,240	4,712,009	12,621,377
5	STUDIO AND TECHNICAL EQUIPMENT	735,967	1,423,368	1,158,223	11,290,663	19,580,799
6	MOBILE EQUIPMENT	63,889	14,486	57,822	604,793	1,116,730
7	AUTOMOBILES AND TRUCKS	120,690	108,514	75,062	434,545	760,142
8	FURNITURE AND FIXTURES	208,820	288,915	201,711	2,263,768	3,573,671
9	OTHER PROPERTY, PLANT AND EQUIPMENT	0	7,707	15,150	778,137	842,458
10	LEASEHOLD IMPROVEMENTS	206,288	175,324	215,345	3,336,092	2,792,903
11	TOTAL PROPERTY, PLANT AND EQUIPMENT	3,661,074	4,518,734	6,015,284	56,777,417	63,601,233

TABLEAU 7A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1978 (COUT D'ORIGINE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
					DOLLARS	
341,488	385,375	1,103,830	2,102,287	14,410,482	TERRAINS	1
2,479,611	2,307,366	4,568,599	8,130,755	77,161,222	AMELIORATIONS FONCIERES ET BATIMENTS	2
2,195,902	3,304,371	2,191,550	3,742,402	35,739,990	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
3,813,817	6,627,384	9,262,076	10,535,041	77,428,921	MATERIEL EMETTEUR	4
6,729,704	8,083,681	14,181,567	16,404,562	143,189,073	MATERIEL TECHNIQUE ET DE STUDIO	5
681,695	14,934	1,205,743	320,267	7,319,988	CARS DE REPORTAGE	6
126,720	373,594	501,437	480,202	4,927,185	VOITURES ET CAMIONS	7
711,676	1,103,386	1,247,711	2,005,597	20,021,130	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
11,892,440	79,180	980,091	334,324	16,592,469	AUTRES IMMOBILISATIONS CORPORELLES	9
287,235	342,008	712,621	1,353,541	14,641,586	AMELIORATIONS LOCATIVES	10
29,260,288	22,621,279	35,955,225	45,408,578	411,432,046	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1978 (AMORTISSEMENT NORMALISE ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
					DOLLARS	
***	***	***	***	***	TERRAINS	1
1,314,223	1,154,503	2,207,013	2,923,333	27,488,068	AMELIORATIONS FONCIERES ET BATIMENTS	2
1,221,456	1,260,493	1,393,959	2,492,592	19,017,138	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
1,296,948	3,059,510	4,672,993	5,352,325	41,371,143	MATERIEL EMETTEUR	4
3,767,266	3,969,463	8,635,141	8,971,771	88,944,180	MATERIEL TECHNIQUE ET DE STUDIO	5
270,795	10,868	705,119	216,582	4,442,993	CARS DE REPORTAGE	6
67,366	151,256	241,572	198,956	2,605,429	VOITURES ET CAMIONS	7
434,761	695,008	782,517	1,055,002	11,383,163	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
6,510,511	36,737	339,219	146,910	8,696,359	AUTRES IMMOBILISATIONS CORPORELLES	9
105,637	76,130	345,082	893,882	6,640,960	AMELIORATIONS LOCATIVES	10
14,988,963	10,413,968	19,322,615	22,251,353	210,589,433	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1978 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
					DOLLARS	
341,488	385,375	1,103,830	2,102,287	14,410,482	TERRAINS	1
1,165,388	1,152,863	2,361,586	5,207,422	49,673,154	AMELIORATIONS FONCIERES ET BATIMENTS	2
974,446	2,043,878	797,591	1,249,810	16,722,852	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
2,516,869	3,567,874	4,589,083	5,182,716	36,057,778	MATERIEL EMETTEUR	4
2,962,438	4,114,218	5,546,426	7,432,791	54,244,893	MATERIEL TECHNIQUE ET DE STUDIO	5
410,900	4,066	500,624	103,685	2,876,995	CARS DE REPORTAGE	6
59,354	222,338	259,865	281,246	2,321,756	VOITURES ET CAMIONS	7
276,915	408,378	465,194	950,595	8,637,967	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
5,381,929	42,443	640,872	187,414	7,896,110	AUTRES IMMOBILISATIONS CORPORELLES	9
181,598	265,878	367,539	459,659	8,000,626	AMELIORATIONS LOCATIVES	10
14,271,325	12,207,311	16,632,610	23,157,625	200,842,613	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 8. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY TOTAL ASSETS GROUPING, 1978

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	GROUPE 5	GROUPE 6
1	BUSINESS ORGANIZATIONS	28	28	28	28	28	28
DOLLARS							
ASSETS							
CURRENT:							
2	CASH	8,523,286	4,992,746	1,934,464	1,134,208	383,073	583,300
3	SECURITIES	27,869,218	3,632,789	1,355,272	891,439	244,390	404,521
4	RECEIVABLES (NET)	72,234,391	16,794,994	12,530,111	7,806,523	5,727,691	3,687,595
5	INVENTORIES	9,486,425	158,107	173,477	83,451	28,536	36,061
6	PREPAID EXPENSES	31,602,982	1,101,115	292,054	34,021	7,920	2,518
7	OTHER	13,816,646	4,917,734	3,272,744	1,033,421	1,109,840	284,132
8	TOTAL CURRENT ASSETS	163,532,948	31,597,485	19,558,122	10,983,063	7,501,450	4,998,127
INVESTMENTS AND ADVANCES:							
9	ASSOCIATED COMPANIES	68,821,397	6,018,201	6,903,339	2,807,169	757,343	712,803
10	OTHER	13,094,327	5,541,631	599,495	1,050,147	404,635	797,627
11	TOTAL INVESTMENTS AND ADVANCES	81,915,724	11,559,832	7,507,834	3,857,316	1,161,978	1,510,430
FIXED ASSETS, BROADCASTING:							
12	LAND, PROPERTY AND EQUIPMENT	214,180,232	69,173,828	41,538,756	26,571,880	16,442,330	13,859,662
13	LESS: ACCUMULATED DEPRECIATION	93,376,288	41,059,196	24,232,924	13,737,122	8,723,347	7,515,690
14	NET FIXED ASSETS, BROADCASTING	120,803,944	28,114,632	17,305,832	12,834,758	7,718,983	6,343,972
15	NET FIXED ASSETS, NON-BROADCASTING	2,636,398	5,282,853	396,631	516,393	251,203	359,400
16	INTANGIBLE ASSETS	26,244,597	3,196,687	2,193,631	381,366	2,027,647	423,680
17	OTHER ASSETS	31,950,442	6,317,461	1,262,818	1,309,007	573,709	929,680
18	TOTAL FIXED AND OTHER ASSETS	181,635,381	42,911,633	21,158,912	15,041,524	10,571,542	8,056,732
19	TOTAL NON-CURRENT ASSETS	263,551,105	54,471,465	28,660,746	18,898,840	11,733,520	9,567,162
20	TOTAL ASSETS	427,084,053	86,068,950	48,224,868	29,881,903	19,234,970	14,565,289
LIABILITIES							
CURRENT:							
21	BANK LOANS	15,916,092	3,431,031	3,110,119	3,038,017	3,306,421	1,178,795
22	OTHER LOANS	290,000	1,916,057	2,434,218	30,000	63,649	584,059
23	ACCOUNTS PAYABLE AND ACCRUED	45,125,393	8,896,436	5,280,703	3,268,711	2,054,255	1,486,332
24	INCOME TAX PAYABLE	6,139,096	7,113,284	798,841	605,250	307,420	259,354
25	DIVIDENDS PAYABLE	759,738	0	407,618	6,597	0	235,432
26	UNEARNED INCOME	974,240	19,291	24,682	497	8,000	37,992
27	CURRENT PORTION LONG-TERM DEBT	8,778,619	877,028	652,488	748,532	394,277	415,405
28	OTHER	35,064,785	8,220,587	1,121,301	301,841	518,833	145,364
29	TOTAL CURRENT LIABILITIES	113,047,963	25,073,714	13,824,970	7,999,445	6,652,855	4,342,733
NON-CURRENT LIABILITIES:							
LONG-TERM DEBT:							
30	NOTES	51,845,984	9,571,346	2,569,907	3,721,214	1,250,318	768,767
31	MORTGAGES AND BONDS	13,110,787	1,413,085	726,667	1,858,390	1,150,991	1,612,253
32	DEBENTURES	39,168,953	1,818,972	2,016,358	1,179,625	454,738	860,282
33	LESS: CURRENT PORTION	8,778,619	877,028	652,488	748,532	394,277	415,405
34	TOTAL LONG-TERM DEBT	95,347,105	11,926,375	4,660,444	6,010,697	2,461,770	2,825,897
35	DEFERRED INCOME TAXES	16,806,607	2,295,850	1,198,639	201,039	220,081	127,557
36	OTHER LIABILITIES	26,418,924	4,229,735	2,440,534	3,128,505	4,050,857	726,919
37	TOTAL NON-CURRENT LIABILITIES	138,572,636	18,451,960	8,299,617	9,340,241	6,732,708	3,680,373
38	TOTAL LIABILITIES	251,620,599	43,525,674	22,124,587	17,339,686	13,385,563	8,023,106
SHAREHOLDERS' EQUITY:							
SHARE CAPITAL ISSUED:							
39	PREFERRED	16,533,522	4,682,584	891,759	1,790,808	1,253,350	764,600
40	COMMON	35,163,030	6,809,915	545,565	1,117,825	587,748	438,435
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31.	120,153,890	30,464,638	24,302,122	9,952,462	3,956,753	5,247,339
42	OTHER SURPLUS	3,613,012	586,139	356,835	318,878-	51,556	91,809
43	TOTAL SHAREHOLDERS' EQUITY	175,463,454	42,543,276	26,096,281	12,542,217	5,849,407	6,542,183
44	TOTAL LIABILITIES AND EQUITY	427,084,053	86,068,950	48,224,868	29,881,903	19,234,970	14,565,289

TABLEAU 8. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1978

GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
28	28	28	28	280	ENTREPRISES	1
		DOLLARS				
					ACTIF	
					DISPONIBILITES:	
1,280,009	341,032	77,601	201,956	19,451,675	ENCAISSE	2
292,697	59,858	26,000	81,601	34,857,785	VALEURS MOBILIERES	3
3,117,441	2,900,244	2,128,552	988,046	127,915,588	COMPTES A RECEVOIR (NETS)	4
27,595	7,340	2,190	78,892	10,082,574	STOCKS	5
13,044	13,107	6,737	1,444	33,074,942	FRAIS PAYES D'AVANCE	6
600,163	415,389	187,479	59,388	25,696,936	AUTRES	7
5,330,949	3,737,470	2,428,559	1,411,327	251,079,500	TOTAL, DISPONIBILITES	8
					PLACEMENTS ET AVANCES:	
514,103	607,487	73,439	3,000	87,223,281	SOCIETES AFFILIEES	9
39,088	203,237	108,971	60,405	21,493,119	AUTRES	10
553,191	404,280	182,410	63,405	108,716,400	TOTAL PLACEMENTS ET AVANCES	11
					IMMOBILISATIONS, RADIODIFFUSION:	
10,842,716	8,795,262	6,620,168	3,407,212	411,432,046	TERRAINS, INSTALLATIONS ET MATERIEL	12
6,094,046	4,836,392	4,142,057	2,035,577	205,752,639	MOINS: AMORTISSEMENT ACCUMULE	13
4,748,670	3,958,870	2,478,111	1,371,635	205,679,407	IMMOBILISATIONS NETTES, RADIODIFFUSION	14
164,303	15,391	486,815	34,704	10,144,091	IMMOBILISATIONS NETTES, NON DE RADIODIFFUSION	15
307,890	324,562	103,969	27,466	35,231,495	IMMOBILISATIONS INCORPORELLES	16
254,394	144,253	105,033	32,504	42,879,301	AUTRES ELEMENTS D'ACTIF	17
5,475,257	4,443,076	3,173,928	1,466,309	293,934,294	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF	18
6,028,448	4,847,356	3,356,338	1,529,714	402,650,694	TOTAL, ACTIF NON DISPONIBLE	19
11,359,397	8,584,826	5,784,897	2,941,041	653,730,194	TOTAL, ACTIF	20
					PASSIF	
					EXIGIBILITES:	
1,312,841	1,703,235	939,534	580,069	34,516,154	EMPRUNTS BANCAIRES	21
505,347	108,891	49,386	0	5,980,607	AUTRES EMPRUNTS	22
1,125,599	1,314,035	845,939	455,807	69,853,210	COMPTES A PAYER ET PASSIF COURU	23
155,111	134,197	138,199	64,517	10,315,269	IMPOTS SUR LE REVENU A PAYER	24
68,770	21,000	5,888	19,413	1,524,456	DIVIDENDES A VERSER	25
10,446	19,563	63,815	42	1,158,568	REVENU DIFFERE	26
180,804	311,489	208,528	58,041	12,625,211	PARTIE EXIGIBLE DE LA DETTE A LONG TERME	27
367,551	411,182	93,259	212,786	46,457,489	AUTRES	28
3,726,469	4,023,592	2,344,548	1,390,675	182,430,964	TOTAL, EXIGIBILITES	29
					PASSIF NON EXIGIBLE:	
					DETTE A LONG TERME:	
903,448	923,140	731,082	247,729	72,532,935	BILLETS	30
843,070	1,121,272	568,717	623,386	23,028,618	HYPOTHEQUES ET OBLIGATIONS GARANTIES	31
415,048	342,812	41,900	60,000	46,358,688	OBLIGATIONS NON GARANTIES	32
180,804	311,489	208,528	58,041	12,625,211	MOINS: LA PARTIE EXIGIBLE	33
1,980,762	2,075,735	1,133,171	873,074	129,295,030	TOTAL, DETTE A LONG TERME	34
72,149	129,040	52,850	17,633	21,121,445	IMPOTS SUR LE REVENU DIFFERES	35
153,095	154,509	509,308	177,482	24,138,908	AUTRES ELEMENTS DE PASSIF	36
3,058,470	2,553,517	1,956,669	1,422,750	194,068,941	TOTAL, PASSIF NON EXIGIBLE	37
6,784,939	6,577,109	4,301,217	2,813,425	376,499,905	TOTAL, PASSIF	38
					AVOIR DES ACTIONNAIRES:	
					CAPITAL-ACTIONS EMIS:	
481,980	265,280	506,150	523,350	27,693,383	ACTIONS PRIVILEGIEES	39
861,246	572,492	542,973	598,294	47,237,523	ACTIONS ORDINAIRES	40
3,178,030	995,229	434,207	1,208,206	197,476,464	BENEFICES NON REPARTIS (DEFICIT ACCUMULE-) AU AOUT 31.	41
53,202	174,716	350	214,178	4,822,919	AUTRES SURPLUS	42
4,574,458	2,007,717	1,483,680	127,616	277,230,289	TOTAL, AVOIR DES ACTIONNAIRES	43
11,359,397	8,584,826	5,784,897	2,941,041	653,730,194	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES	44

TABLE 9. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY TOTAL ASSETS GROUPING, 1978

NO.		GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	GROUP 5 GROUPE 5	GROUP 6 GROUPE 6
1	BUSINESS ORGANIZATIONS	28	28	28	28	28	28
DOLLARS							
SOURCE OF FUNDS:							
OPERATIONS:							
2	NET PROFIT (LOSS-) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	44,399,248	9,347,695	5,776,622	1,536,272	217,483	645,982
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	201,391-	465,953	83,512	126,450-	79,935	39,519
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:							
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	14,294,800	4,603,984	2,684,138	1,862,619	1,294,161	892,025
5	DEFERRED INCOME TAXES	3,519,375	401,603	231,825	31,386-	2,595	39,268
6	TOTAL FUNDS PROVIDED FROM OPERATIONS.	62,012,032	14,819,235	8,776,147	3,241,055	1,594,174	1,616,794
OTHER:							
7	INCREASE IN LONG TERM DEBT	24,851,234	1,402,900	1,658,453	2,252,362	2,225,077	952,208
8	PROCEEDS FROM SALE OF SHARE CAPITAL.	2,653,951	0	1,880	1,575	270,882	1
DECREASE IN FIXED ASSETS:							
9	(A) BROADCAST ONLY	381,384	171,246	373,316	207,180	82,912	47,507
10	(B) NON-BROADCASTING	43,166	0	139,414	17,742	11,063	10,680
11	DECREASE IN INVESTMENTS AND ADVANCES	10,266,511	3,995,672	207,135	770,611	93,959	97,559
12	OTHER SOURCES OF FUNDS	12,725,497	731,543	374,928	1,388,393	224,290	267,129
13	TOTAL, OTHER FUNDS PROVIDED	50,921,743	6,301,361	2,755,126	4,637,863	2,908,183	1,375,084
14	TOTAL FUNDS PROVIDED	112,933,775	21,120,596	11,531,273	7,878,918	4,502,357	2,991,878
APPLICATION OF FUNDS:							
ADDITIONS TO FIXED ASSETS:							
15	(A) BROADCAST ONLY	25,549,147	6,954,814	4,120,759	5,372,711	1,739,248	1,351,478
16	(B) NON-BROADCASTING	283,850	155,735	35,006	67,991	322,664	225,453
17	ADDITIONS TO INVESTMENTS AND ADVANCES.	26,368,538	2,556,100	2,398,052	443,550	355,257	540,698
18	DEFERRED EXPENDITURES	511,837	84,655	66,696	72,713	96,865	11,609
DIVIDENDS DECLARED:							
19	(A) COMMON SHARES	28,074,699	8,564,054	1,723,997	2,646,515	1,053,721	1,018,763
20	(B) PREFERRED SHARES	740,025	646,836	613,244	482,810	7,615	14,586
21	REDUCTION OF LONG TERM DEBT	16,995,810	2,652,184	1,369,781	1,084,535	493,263	327,054
22	REDEMPTION OF SHARES	0	15,600	159,941	40,000	481,532	3,899
23	OTHER APPLICATION OF FUNDS	12,589,784	972,374	396,630	53,682	160,274	47,704
24	TOTAL FUNDS USED	111,113,690	22,602,352	10,884,106	10,264,507	4,710,439	3,541,244
25	INCREASE (DECREASE-) IN WORKING CAPITAL.	1,820,085	1,481,756-	647,167	2,385,589-	208,082-	549,366-
26	WORKING CAPITAL AT BEGINNING OF YEAR	48,664,900	8,005,527	5,081,985	5,369,207	1,056,677	1,204,760
27	WORKING CAPITAL AT AUGUST 31	50,484,985	6,523,771	5,729,152	2,983,618	848,595	655,394

TABLEAU 9. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, PAR ACTIFS TOTAUX PAR GROUPE, 1978

GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
28	28	28	28	280	ENTREPRISES	1
DOLLARS						
PROVENANCE DES FONDS:						
EXPLOITATION:						
976,036	127,764	386,400	155,431-	63,258,071	BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLOITATION DES ENTREPRISES DE RADIOIF- FUSION, APRES IMPOTS SUR LE REVENU.	2
1,444	13,684	180-	28,301	384,327	BENEFICE NET (PERTE-) PROVENANT D'ACTIV- ITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
DEPENSES NE NECESSITANT PAS DE MISE DE FONDS:						
648,692	630,760	442,597	205,104	27,558,930	DEPRECIATION ET AMORTISSEMENT	4
88,556-	18,367	6,554-	4,580	4,091,117	(COMPTABILISE).	
					IMPOTS SUR LE REVENU DIFFERES	5
1,537,616	790,575	822,263	82,554	95,292,445	TOTAL DES FONDS PROVENANT DE L'EX- PLOITATION.	6
AUTRES:						
485,790	138,298	180,000	478,607	34,624,929	AUGMENTATION DE LA DETTE A LONG TERME	7
34,995	0	16,630	251,300	3,231,214	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
DIMINUTION DES IMMOBILISATIONS:						
33,274	36,326	17,742	2,146	1,353,033	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	9
24,312	0	5,607	0	251,984	(B) AUTRES QUE LA RADIODIFFUSION	10
206,740	98,327	78,272	30,476	15,845,262	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
865,068	111,189	261,621	178,474	17,128,132	AUTRES SOURCES DE FONDS	12
1,650,179	384,140	559,872	941,003	72,434,554	TOTAL DES AUTRES FONDS FOURNIS	13
3,187,795	1,174,715	1,382,135	1,023,557	167,726,999	TOTAL DES FONDS FOURNIS	14
UTILISATION DES FONDS:						
ADDITIONS AUX IMMOBILISATIONS:						
796,484	464,359	406,956	352,314	47,108,270	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
12,031	22,431	161,595	9,212	1,295,968	(B) AUTRES QUE LA RADIODIFFUSION	16
142,467	40,152	99,923	39,140	32,983,877	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES ..	17
3,878	0	1,446	839	850,538	DEPENSES DIFFEREES	18
DIVIDENDES DECLARES:						
666,811	528,850	162,766	62,288	44,502,464	(A) ACTIONS ORDINAIRES	19
3,075	2,400	2,873	0	2,513,464	(B) ACTIONS PRIVILEGIEES	20
676,563	380,313	409,715	384,165	24,773,383	DIMINUTION DE LA DETTE A LONG TERME	21
19,022	0	17,000	20,000	756,994	RACHAT D' ACTIONS	22
388,541	16,088	117,518	66,179	14,808,774	AJRES UTILISATIONS DES FONDS	23
2,708,872	1,454,593	1,379,792	934,137	169,593,732	TOTAL DES FONDS UTILISES	24
478,923	279,878-	2,343	89,420	1,866,733-	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
1,125,557	6,244-	81,668	68,768-	70,515,269	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
1,604,480	286,122-	84,011	20,652	68,648,536	FONDS DE ROULEMENT AU 31 AOUT	27

	GROUP 1 — GROUPE 1	GROUP 2 — GROUPE 2	GROUP 3 — GROUPE 3	GROUP 4 — GROUPE 4	GROUP 5 — GROUPE 5	GROUP 6 — GROUPE 6
NO.						
1 REPORTING UNITS	31	32	32	32	32	31
			DOLLARS			
OPERATING REVENUE: REVENUE FROM SALE OF AIR TIME:						
2 LOCAL TIME SALES	79,042,462	38,814,101	27,727,676	21,148,672	16,271,354	13,298,231
3 NATIONAL TIME SALES	45,443,114	13,188,916	7,600,955	4,406,534	3,789,111	2,190,854
4 NETWORK TIME SALES	14,375	438,453	608	180,444	1,905	70,846
5 TOTAL REVENUE FROM SALES OF AIR TIME.	124,499,951	52,441,470	35,329,239	25,735,650	20,062,370	15,559,931
PRODUCTION AND OTHER REVENUE:						
6 SYNDICATION REVENUE	3,174	0	29,588	0	21,791	0
7 PRODUCTION REVENUE	776,853	265,237	177,820	81,870	76,044	51,749
8 OTHER REVENUE	542,291	326,539	162,646	1,071,798	85,730	79,058
9 TOTAL PRODUCTION AND OTHER REVENUE.	1,322,318	591,776	370,054	1,153,668	183,565	130,807
10 TOTAL OPERATING REV- ENUE.	125,822,269	53,033,246	35,699,293	26,889,318	20,245,935	15,690,738
DEPARTMENTAL EXPENSES:						
11 PROGRAM	34,708,907	15,450,461	11,094,556	8,532,870	5,953,221	4,999,813
12 TECHNICAL	3,901,902	2,563,959	1,875,124	1,488,969	1,105,889	957,647
13 SALES AND PROMOTION	25,293,249	12,029,790	7,956,442	4,940,947	3,596,170	3,039,175
14 ADMINISTRATION AND GENERAL .	31,236,996	14,458,171	10,825,908	8,664,222	6,792,022	5,813,261
15 SUB-TOTAL, DEPARTMENTAL EXPENSES.	95,141,054	44,502,381	31,752,030	23,627,008	17,447,302	14,809,896
16 DEPRECIATION	2,298,340	1,807,826	1,311,602	1,085,021	734,393	1,013,015
17 INTEREST EXPENSE	2,496,256	1,056,297	595,086	550,772	485,308	425,118
18 OTHER ADJUSTMENTS — INCOME (EXPENSE-).	967,693	1,112,433	734,881	344,703	58,087	100,960
19 NET PROFIT (LOSS-) BEFORE IN- COME TAXES.	26,854,312	6,779,175	2,775,456	1,971,220	1,637,019	456,331-
20 PROVISION FOR INCOME TAXES ...	12,924,581	2,611,702	1,143,679	815,422	507,551	22,394-
21 NET PROFIT (LOSS-) AFTER IN- COME TAXES.	13,929,731	4,167,473	1,631,777	1,155,798	1,129,468	433,937-
22 SALARIES AND BENEFITS INCLUDED IN EXPENSES.	47,553,822	24,359,699	18,465,487	14,070,697	9,688,112	8,871,843
23 AVERAGE NUMBER OF EMPLOYEES ..	2,103	1,450	1,180	976	694	652

TABLEAU 10. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR TRANCHE DE RECETTES, 1978

GROUP 7 — GROUPE 7	GROUP 8 — GROUPE 8	GROUP 9 — GROUPE 9	GROUP 10 — GROUPE 10	TOTAL		
32	32	32	31	317	UNITES DECLARANTES	1
					DOLLARS	
					RECETTES D'EXPLOITATION: RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
10,356,417	8,378,016	5,220,826	2,095,516	222,053,271	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
2,542,972	1,415,426	935,242	363,464	81,876,588	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
87,575	143,691	297	200	936,394	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
12,986,964	9,537,133	6,156,365	2,459,180	304,868,253	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
					RECETTES DE PRODUCTION ET AUTRES RECETTES:	
0	0	0	0	54,553	VENTES DE DROITS DE DIFFUSION	6
23,269	4,821	66,526	9,365	1,533,554	RECETTES DE PRODUCTION	7
113,694	16,169	92,052	180	2,490,157	AUTRES RECETTES	8
136,963	20,990	158,578	9,545	4,078,264	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
13,123,927	9,658,123	6,314,943	2,468,725	308,946,517	TOTAL RECETTES D'EXPLOITATION	10
					DEPENSES INTERNES:	
4,496,492	2,973,071	2,167,042	907,523	91,283,956	EMISSIONS	11
774,253	515,867	441,359	222,101	13,847,070	SERVICES TECHNIQUES	12
2,554,795	1,856,427	1,342,174	453,747	63,062,916	VENTES ET PROMOTION	13
4,653,521	3,542,544	2,646,691	1,109,963	89,743,299	ADMINISTRATION ET FRAIS GENERAUX	14
12,479,061	8,887,909	6,597,266	2,693,334	257,937,241	TOTAL PARTIEL, DEPENSES INTERNES	15
482,730	424,742	378,554	233,571	9,769,794	AMORTISSEMENT	16
563,787	385,195	139,846	75,453	6,773,118	INTERETS VERSES	17
103,670-	11,593-	8,637	210,045	3,422,176	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
505,321-	51,316-	792,086-	323,588-	37,888,540	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
132,660	141,536	48,952-	87,623-	18,118,162	PROVISION POUR IMPOTS SUR LE REVENU	20
637,981-	192,852-	743,134-	235,965-	19,770,378	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
7,005,920	5,180,022	3,936,910	1,580,409	140,718,921	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
590	502	376	151	8,674	EFFECTIFS MOYENS	23

TABLE 11A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978 (HISTORICAL COST)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	3,804,431	2,253,932	945,308	776,925	483,895
2 LAND IMPROVEMENTS AND BUILDINGS	5,903,348	4,151,965	2,289,260	3,218,544	2,081,517
3 TOWER AND ANTENNA SYSTEM	3,348,858	3,854,518	2,277,315	1,654,338	1,672,256
4 TRANSMITTER EQUIPMENT	12,236,268	6,202,681	4,542,184	3,858,613	3,199,283
5 STUDIO AND TECHNICAL EQUIPMENT	10,601,720	7,678,834	5,496,866	3,565,754	2,743,243
6 MOBILE EQUIPMENT	199,258	75,531	102,426	62,173	24,544
7 AUTOMOBILES AND TRUCKS	904,938	555,281	523,577	256,688	343,152
8 FURNITURE AND FIXTURES	3,351,503	1,909,251	1,268,264	1,087,545	789,816
9 OTHER PROPERTY, PLANT AND EQUIPMENT	771,236	278,143	105,348	45,510	46,627
10 LEASEHOLD IMPROVEMENTS	3,238,536	1,255,852	921,631	477,453	574,477
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	44,360,126	28,215,988	18,472,179	15,003,543	11,958,810

TABLE 11B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND
2 LAND IMPROVEMENTS AND BUILDINGS	2,641,125	1,266,230	782,640	1,029,527	835,246
3 TOWER AND ANTENNA SYSTEM	2,530,747	1,340,016	1,154,933	684,671	796,930
4 TRANSMITTER EQUIPMENT	7,065,090	3,354,507	2,531,222	2,176,255	1,993,481
5 STUDIO AND TECHNICAL EQUIPMENT	6,384,194	4,681,661	3,569,681	1,951,858	1,667,843
6 MOBILE EQUIPMENT	134,433	43,068	74,896	38,724	13,560
7 AUTOMOBILES AND TRUCKS	470,746	275,943	274,378	150,676	191,321
8 FURNITURE AND FIXTURES	2,084,717	1,139,963	777,543	630,670	501,516
9 OTHER PROPERTY, PLANT AND EQUIPMENT	632,716	46,176	60,033	26,703	33,716
10 LEASEHOLD IMPROVEMENTS	2,075,069	581,772	405,607	118,970	218,545
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	24,018,837	12,729,336	9,630,933	6,808,054	6,252,158

TABLE 11C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978 (NET VALUE)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	3,804,431	2,253,932	945,308	776,925	483,895
2 LAND IMPROVEMENTS AND BUILDINGS	3,262,223	2,885,735	1,506,620	2,189,017	1,246,271
3 TOWER AND ANTENNA SYSTEM	818,111	2,514,502	1,122,382	969,667	875,326
4 TRANSMITTER EQUIPMENT	5,171,178	2,848,174	2,010,962	1,682,358	1,205,802
5 STUDIO AND TECHNICAL EQUIPMENT	4,217,526	2,997,173	1,927,185	1,613,896	1,075,400
6 MOBILE EQUIPMENT	64,825	32,463	27,530	23,449	10,984
7 AUTOMOBILES AND TRUCKS	434,222	279,338	249,199	106,012	151,831
8 FURNITURE AND FIXTURES	1,266,786	769,288	490,721	456,875	288,300
9 OTHER PROPERTY, PLANT AND EQUIPMENT	138,520	231,967	45,315	18,807	12,911
10 LEASEHOLD IMPROVEMENTS	1,163,467	674,080	516,024	358,483	355,932
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	20,341,289	15,486,652	8,841,246	8,195,489	5,706,652

TABLEAU 11A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1978 (COUT D'ORIGINE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
DOLLARS							
578,706	464,952	368,882	326,074	110,726	10,113,831	TERRAINS	1
2,000,565	1,582,552	1,416,405	641,855	288,425	23,574,436	AMELIORATIONS FONCIERES ET BATIMENTS.	2
1,274,140	1,042,910	1,121,245	443,541	609,409	17,298,530	INSTALLATIONS DE PYLONES ET D'ANTENNES.	3
4,439,804	2,421,497	2,387,671	1,632,348	1,003,417	41,923,766	MATERIEL EMETTEUR	4
3,157,639	1,891,486	1,263,428	1,477,110	685,096	38,561,176	MATERIEL TECHNIQUE ET DE STUDIO.	5
51,640	8,555	14,954	26,530	0	565,611	CARS DE REPORTAGE	6
207,044	156,394	170,979	89,194	18,599	3,225,876	VOITURES ET CAMIONS	7
721,462	605,162	393,681	263,866	72,565	10,463,115	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
248,899	73,180	32,810	13,152	8,161	1,623,066	AUTRES IMMOBILISATIONS CORP- ORELLES.	9
592,144	209,188	252,373	134,290	137,841	7,793,785	AMELIORATIONS LOCATIVES	10
13,272,043	8,455,876	7,422,428	5,047,960	2,934,239	155,143,192	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1978 (AMORTISSEMENT NORMALISE ACCUMULE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
DOLLARS							
972,467	683,401	239,467	182,262	69,005	8,701,370	TERRAINS	1
627,360	569,826	427,689	157,296	153,164	8,442,632	AMELIORATIONS FONCIERES ET BATIMENTS.	2
2,234,838	1,387,925	1,140,963	948,393	333,272	23,165,946	INSTALLATIONS DE PYLONES ET D'ANTENNES.	3
2,026,717	1,109,762	561,164	753,968	248,126	22,954,974	MATERIEL EMETTEUR	4
						MATERIEL TECHNIQUE ET DE STUDIO.	5
27,831	6,289	5,854	12,026	0	356,681	CARS DE REPORTAGE	6
101,296	65,899	49,537	52,086	8,202	1,640,084	VOITURES ET CAMIONS	7
438,865	438,655	163,830	151,501	28,361	6,355,621	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
85,091	39,892	14,304	7,156	3,875	949,662	AUTRES IMMOBILISATIONS CORP- ORELLES.	9
244,288	123,629	133,227	77,390	50,622	4,029,119	AMELIORATIONS LOCATIVES	10
6,758,753	4,425,278	2,736,035	2,342,078	894,627	76,596,089	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1978 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
DOLLARS							
578,706	464,952	368,882	326,074	110,726	10,113,831	TERRAINS	1
1,028,098	899,151	1,176,938	459,593	219,420	14,873,066	AMELIORATIONS FONCIERES ET BATIMENTS.	2
646,780	473,084	693,556	286,245	456,245	8,855,898	INSTALLATIONS DE PYLONES ET D'ANTENNES.	3
2,204,966	1,033,572	1,246,708	683,955	670,145	18,757,820	MATERIEL EMETTEUR	4
1,130,922	781,724	702,264	723,142	436,970	15,606,202	MATERIEL TECHNIQUE ET DE STUDIO.	5
23,809	2,266	9,100	14,504	0	208,930	CARS DE REPORTAGE	6
105,748	90,495	121,442	37,108	10,397	1,585,792	VOITURES ET CAMIONS	7
282,597	166,507	229,851	112,365	44,204	4,107,494	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
163,808	33,288	18,506	5,996	4,286	673,404	AUTRES IMMOBILISATIONS CORP- ORELLES.	9
347,856	85,559	119,146	56,900	87,219	3,764,666	AMELIORATIONS LOCATIVES	10
6,513,290	4,330,598	4,686,393	2,705,882	2,039,612	78,547,103	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 12. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978

NO.		GROUP 1	GROUP 2	GROUP 3
		GROUPE 1	GROUPE 2	GROUPE 3
1	REPORTING UNITS	16	17	16
			DOLLARS	
	OPERATING REVENUE:			
	REVENUE FROM SALE OF AIR TIME:			
2	LOCAL TIME SALES	58,265,226	21,691,667	16,163,221
3	NATIONAL TIME SALES	161,618,688	29,754,388	11,385,626
4	NETWORK TIME SALES	24,227,929	25,458,997	4,787,399
5	TOTAL REVENUE FROM SALE OF AIR TIME	244,111,843	76,905,052	32,336,246
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE	5,293,038	133,640	38,171
7	PRODUCTION REVENUE	23,609,659	1,183,094	1,131,513
8	OTHER REVENUE	1,516,930	875,650	880,952
9	TOTAL PRODUCTION AND OTHER REVENUE	30,419,627	2,192,384	2,050,636
10	TOTAL OPERATING REVENUE	274,531,470	79,097,436	34,386,882
	DEPARTMENTAL EXPENSES:			
11	PROGRAM	123,637,533	38,351,931	9,506,050
12	TECHNICAL	17,460,116	5,938,213	3,618,820
13	SALES AND PROMOTION	23,140,680	7,945,796	4,867,350
14	ADMINISTRATION AND GENERAL	41,669,071	12,594,415	7,723,243
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	205,907,400	64,830,355	25,715,463
16	DEPRECIATION	9,118,962	2,667,051	2,632,169
17	INTEREST EXPENSE	5,867,940	1,183,608	625,755
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	6,480,125	2,475,665	418,687
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	60,117,293	12,892,087	5,832,182
20	PROVISION FOR INCOME TAXES	28,638,873	4,987,067	2,927,626
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	31,478,420	7,905,020	2,904,556
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	68,025,978	22,027,058	13,121,140
23	AVERAGE NUMBER OF EMPLOYEES	3,335	1,247	869

TABLEAU 12. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR TRANCHE DE RECETTES, 1978

GROUP 4 - GROUPE 4	TOTAL				
					NG
16		65	UNITES DECLARANTES	1	
DOLLARS					
			RECETTES D'EXPLOITATION:		
			RECETTES DE LA VENTE DE TEMPS D'ANTENNE:		
7,266,879	103,386,993		VENTES DE TEMPS D'ANTENNE (LOCAL)	2	
5,092,187	207,850,889		VENTES DE TEMPS D'ANTENNE (NATIONAL)	3	
2,703,074	57,177,399		VENTES DE TEMPS D'ANTENNE (RESEAU)	4	
15,062,140	368,415,281		TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5	
			RECETTES DE PRODUCTION ET AUTRES RECETTES:		
0	5,464,849		VENTES DE DROITS DE DIFFUSION	6	
282,955	26,207,221		RECETTES DE PRODUCTION	7	
103,750	3,377,282		AUTRES RECETTES	8	
386,705	35,049,352		TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9	
15,448,845	403,464,633		TOTAL, RECETTES D'EXPLOITATION	10	
			DEPENSES INTERNES:		
4,963,925	176,459,439		EMISSIONS	11	
1,606,031	28,623,180		SERVICES TECHNIQUES	12	
2,162,697	38,116,523		VENTES ET PROMOTION	13	
4,104,198	66,090,927		ADMINISTRATION ET FRAIS GENERAUX	14	
12,836,851	309,290,069		TOTAL PARTIEL, DEPENSES INTERNES	15	
1,071,843	15,490,025		AMORTISSEMENT	16	
502,318	8,179,621		INTERETS VERSES	17	
827,679	10,202,156		AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18	
1,865,512	80,707,074		BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19	
665,815	37,219,381		PROVISION POUR IMPOTS SUR LE REVENU	20	
1,199,697	43,487,693		BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21	
6,580,051	109,754,227		REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES	22	
493	5,944		EFFECTIFS MOYENS	23	

TABLE 13A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978 (HISTORICAL COST)

TABLEAU 13A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1978 (COUT D'ORIGINE)

	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	TOTAL
	DOLLARS				
LAND - TERRAINS	3,216,909	372,853	610,689	96,200	4,296,651
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	41,528,138	5,126,761	5,385,268	1,546,619	53,586,786
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	6,498,248	4,780,827	5,304,265	1,858,120	18,441,460
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	14,748,223	8,789,847	9,017,469	2,949,616	35,505,155
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	64,606,757	16,861,362	14,694,366	8,465,412	104,627,897
MOBILE EQUIPMENT - CARS DE REPORTAGE	5,690,408	760,439	267,828	35,702	6,754,377
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	642,135	499,384	340,190	219,600	1,701,309
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	6,320,637	1,338,201	1,397,170	502,007	9,558,015
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	14,220,578	343,247	172,172	233,406	14,969,403
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	5,495,593	685,203	242,842	424,163	6,847,801
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	162,967,626	39,558,124	37,432,259	16,330,845	256,288,854

TABLE 13B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978 (ACCUMULATED STANDARDIZED DEPRECIATION)

TABLEAU 13B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1978 (AMORTISSEMENT NORMALISE ACCUMULE)

	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	TOTAL
	DOLLARS				
LAND - TERRAINS
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	12,180,008	2,957,802	2,918,618	730,270	18,786,698
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	3,550,767	2,524,460	3,198,641	1,300,638	10,574,506
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	6,932,780	4,529,286	4,675,601	2,067,530	18,205,197
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	41,997,107	9,967,750	9,541,212	4,483,137	65,989,206
MOBILE EQUIPMENT - CARS DE REPORTAGE	3,536,521	406,306	133,679	9,806	4,086,312
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	393,586	282,222	186,639	102,898	965,345
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	3,070,455	796,866	877,030	283,191	5,027,542
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	7,400,789	136,563	122,583	86,762	7,746,697
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	1,988,546	438,099	65,225	119,971	2,611,841
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	81,050,559	22,039,354	21,719,228	9,184,203	133,993,344

TABLE 13C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1978 (NET VALUE)

TABLEAU 13C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1978 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	TOTAL
	DOLLARS				
LAND - TERRAINS	3,216,909	372,853	610,689	96,200	4,296,651
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	29,348,130	2,168,959	2,466,650	816,349	34,800,088
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	2,947,481	2,256,367	2,105,624	557,482	7,866,954
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	7,815,443	4,260,561	4,341,868	882,086	17,299,958
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	22,609,650	6,893,612	5,153,154	3,982,275	38,638,691
MOBILE EQUIPMENT - CARS DE REPORTAGE	2,153,887	354,133	134,149	25,896	2,668,065
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	248,549	217,162	153,551	116,702	735,964
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	3,250,182	541,335	520,140	218,816	4,530,473
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	6,819,789	206,684	49,589	146,644	7,222,706
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	3,507,047	247,104	177,617	304,192	4,235,960
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	81,917,067	17,518,770	15,713,031	7,146,642	122,295,510

TABLE 14. INCOME STATEMENT FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, 1978

TABLEAU 14. ETAT DES REVENUS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, 1978

	RADIO	TELEVISION	TOTAL
	DOLLARS		
OPERATING INCOME (LOSS-) BEFORE UNDER NOTED ITEMS - BENEFICE D'EXPLOITATION (PERTE-) AVANT LES POSTES SUIVANTES.	51,009,276	94,174,564	145,183,840
DEPRECIATION (RECORDED IN ACCOUNTS) - AMORTISSEMENT (COMPTABILISE)	9,769,794	15,490,025	25,259,819
INTEREST EXPENSE - INTERETS VERSES	6,773,118	8,179,621	14,952,739
INVESTMENT AND INTEREST INCOME - IMMOBILISATION ET D'INTERETS PERCUS	2,526,304	6,065,320	8,591,624
INCIDENTAL BROADCASTING INCOME - RECHETTES ACCESSOIRES DE RADIODIFFUSION	594,975	3,573,110	4,168,085
ADJUSTMENT OF PRIOR YEARS INCOME - REDRESSEMENT DU REVENU DES ANNEES PRECEDENTES.	230,188	0	230,188
AMORTIZATION OF ORGANIZATION AND START UP EXPENSE - AMORTISSEMENT DES FRAIS D'ETABLISSEMENT ET DE MISE EN MARCHE.	283,427	760,971	1,044,398
NET OPERATING PROFIT (LOSS-) - BENEFICE NET D'EXPLOITATION (PERTE-)	37,534,404	79,382,377	116,916,781
AMORTIZATION OF GOODWILL - AMORTISSEMENT DE L'ACHALANDAGE	283,639	236,567	520,206
GAIN (LOSS-) FROM SALE OF FIXED ASSETS, INVESTMENTS, ETC. - GAINS (PERTES-) SUR VENTE D'IMMOBILISATIONS.	637,775	1,561,264	2,199,039
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE (PERTE-) AVANT IMPOTS SUR LE REVENU.	37,888,540	80,707,074	118,595,614
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	18,118,162	37,219,381	55,337,543
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	19,770,378	43,487,693	63,258,071

TABLE 15. SALARIES, WAGES AND FRINGE BENEFITS, AND EMPLOYEE STATISTICS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, BY STAFF CATEGORIES, 1978

TABLEAU 15. REMUNERATIONS ET AVANTAGES SOCIAUX, ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR CATEGORIE DE PERSONNEL, 1978

	TOTAL REMUNERATION(1) - REMUNERATIONS TOTALES(1)			AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS		
	PRIVATE STATIONS	CBC	TOTAL	PRIVATE STATIONS	CBC	TOTAL
	STATIONS PRIVEES	RADIO-CANADA		STATIONS PRIVEES	RADIO-CANADA	
	DOLLARS			NUMBER - NOMBRE		
PROGRAM - EMISSIONS	127,806,257	198,766,000	326,572,257	8,511	8,160	16,671
TECHNICAL - SERVICES TECHNIQUES	22,616,849	14,566,000	37,182,849	1,376	631	2,007
SALES AND PROMOTION - VENTES ET PROMOTION	51,343,869	12,111,000	63,454,869	2,195	495	2,690
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	47,516,556	73,660,000	121,176,556	2,536	2,947	5,483
DIRECTORS' FEES - JETONS DE PRESENCE DES ADMINISTRATEURS	1,189,617	42,000	1,231,617
TOTAL	250,473,148	299,145,000	549,618,148	14,618	12,233	26,851

(1) REPRESENTS GROSS PAYROLLS WHICH INCLUDES ALL MONIES PAID TO THE EMPLOYEES BEFORE ANY DEDUCTIONS. - REMUNERATIONS BRUTES, SOIT TOUTES LES SOMMES VERSEES AUX SALARIES AVANT TOUTE DEDUCTION.

GLOSSARY OF TERMS

AM — Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local — Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national — Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate — A station which is paid to broadcast at stated times programs of a given network.

Broadcasting — Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence — A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking — Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year — The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB (The Canadian Association of Broadcasters) — L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC (Canadian Broadcasting Corporation) — A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC (Canadian Radio-Television Commission) — Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

CTV (CTV Television Network Limited) — A national television network service comprising a group of privately owned television stations.

Call sign — A broadcasting station identification assigned by the Canadian Radio-Television Commission, consisting of a combination of letters and when applicable numerals.

GLOSSAIRE DES TERMES

MA — Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535-1650 kHz.

Publicité locale — Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale — Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée — Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion — Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion — Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion — Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion — Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters) — L'Association canadienne des radiodiffuseurs — Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada — Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la Radio-Télévision canadienne) — Établi en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited) — Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif — Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radio-Télévision canadienne.

Channel - A frequency in the radio spectrum assigned to a radio or television station.

Classification of Survey Universe(1)

Business organization - This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit - This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

- (1) a single radio station operating independently,
- (2) a combination of radio stations (AM/FM),
- (3) a single or originating television station operating independently,
- (4) an originating television station operating in conjunction with a number of rebroadcasting stations or,
- (5) a regional television network such as Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Broadcasting station - A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

DOC - Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

- (1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

Canal - Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification de l'univers de l'enquête(1)

Entreprise commerciale - Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante - La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

- (1) une seule station de radio indépendante,
- (2) une combinaison de stations de radio MA/MF,
- (3) une station indépendante de télévision unique ou émettrice,
- (4) une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
- (5) un réseau régional de télévision comme Global Communications Limited.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Station de radiodiffusion - Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC - Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

- (1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

FM - Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence - See "Broadcasting Licence".

Licensee - A person or company licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

National sales representative - The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network - An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate - To broadcast a radio or television program from a specific location.

Program - Presentation in sound and/or image, by broadcast stations.

Radio - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue - All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits - This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

MF - Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision.

Licence - Voir "Radiodiffusion".

Titulaire de licence - Personne détentrice d'une licence délivrée par le Conseil de la Radio-Télévision canadienne et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national - Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau - Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir - Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission - Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio - Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes - Toutes les recettes de radio-diffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux - Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

SW - Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting - A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada - A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA (Television Association) - An independent French language network of three stations operational as of March 31, 1972.

Telecast - A television broadcast.

Telecommunication - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television - A system of telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel - A frequency in the radio spectrum assigned to a television station.

OC - En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur - Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada - Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

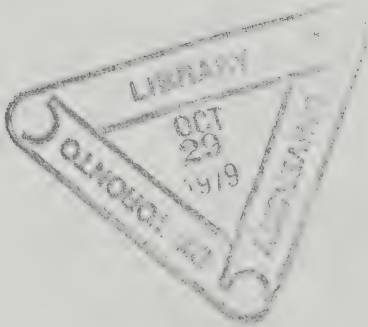
TVA (Television Association) - Réseau français privé composé de trois stations. En exploitation depuis le 31 mars 1972.

Télédiffusion - Transmissions d'une émission de télévision.

Télécommunication - Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision - Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision - Bande de fréquences assignée à une station de télévision.



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Catalogue

- 56 - 001 Communications — Bulletin de service, HS., Bil.
- 56 - 002 Statistique des téléphones, M., Bil.
- 56 - 003 Radiodiffusion, M., Bil.
- 56 - 201 Télécommunications, A., Bil.
- 56 - 202 Statistique des téléphones — Bulletin préliminaire sur les grands réseaux téléphonique, A., Bil.
- 56 - 203 Statistique du téléphone, A., Bil.
- 56 - 204 Radio et télévision, A., Bil.
- 56 - 205 Télédistribution, A., Bil.

A. — Annuel

HS. — Hors série

Bil. — Bilingue

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Radio and television broadcasting

1979

Radiodiffusion et télévision

1979



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Statistics Canada
Transportation and Communications Division
Communications Section

Radio and television broadcasting

1979

Statistique Canada
Division des transports et des
communications
Section des communications

Radiodiffusion et télévision

1979

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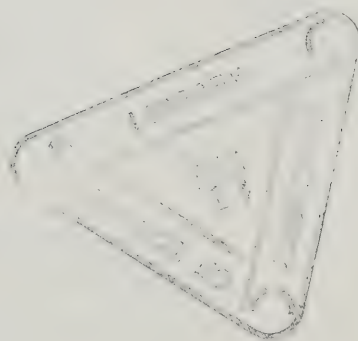


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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-television and Telecommunications Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year to year and related to other forms of communication. Data are compiled on the broadcasting year (the 12 month period from September 1 to August 31) from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

CONCEPTS

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the fourth year that tables on standardized depreciation have been

INTRODUCTION

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année (période de 12 mois allant du 1^{er} septembre au 31 août) par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

CONCEPTS

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (RC). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la quatrième année où elle fait l'objet de tableaux. Cette

published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

SURVEY METHODOLOGY AND QUALITY

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues,

méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

MÉTHODOLOGIE ET QUALITÉ DE L'ENQUÊTE

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle commune répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtes.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, selon l'emplacement du siège sociale de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les

expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1979 and 1978:

Radio

Total Operating Revenues

1979(1)

Group

Groupe

1. Over \$2.2 million - Plus de \$2.2 millions
2. \$1.3-\$2.2 million - millions
3. \$976,000-\$1.3 million - millions
4. \$756,000-\$976,000
5. \$589,000-\$756,000
6. \$473,000-\$589,000
7. \$357,000-\$473,000
8. \$241,000-\$357,000
9. \$131,000-\$241,000
10. Under \$131,000 - Moins de \$131,000

Television

Total Operating Revenues

1979(2)

Group

Groupe

1. Over \$7.6 million - Plus de \$7.6 millions
2. \$2.8-\$7.6 million - millions
3. \$1.5-\$2.8 million - millions
4. Under \$1.5 - Moins de \$1.5

(1) See Table 10.

(2) See Table 12.

dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1979 et 1978:

Radio

Recettes totales d'exploitation

1978

Group

Groupe

1. Over \$2.2 million - Plus de \$2.2 millions
2. \$1.2-\$2.2 million - millions
3. \$992,000-\$1.2 million - millions
4. \$700,000-\$992,000
5. \$565,000-\$700,000
6. \$452,000-\$565,000
7. \$368,000-\$452,000
8. \$256,000-\$368,000
9. \$131,000-\$256,000
10. Under \$131,000 - Moins de \$131,000

Télévision

Recettes totales d'exploitation

1978

Group

Groupe

1. Over \$7.0 million - Plus de \$7.0 millions
2. \$2.7-\$7.0 million - millions
3. \$1.6-\$2.7 million - millions
4. Under \$1.6 - Moins de \$1.6

(1) Voir le tableau 10.

(2) Voir le tableau 12.

Beginning in 1977 the Balance Sheet data for the radio and television broadcasting industry were separated into groups according to holdings of total assets. The group limits in dollars for Business Organizations' holdings of total assets as shown in their Balance Sheets for 1979 and 1978 are as follows:

Radio and Television

Total Assets

1979(1)

Group

Groupe

1. Over \$5.1 million - Plus de \$5.1 millions
2. \$2.6-\$5.1 million - millions
3. \$1.5-\$2.6 million - millions
4. \$925,000-\$1.5 million - millions
5. \$627,000-\$925,000
6. \$523,000-\$627,000
7. \$410,000-\$523,000
8. \$276,000-\$410,000
9. \$171,000-\$276,000
10. Under \$171,000 - Moins de \$171,000

(1) See Table 8.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

A partir de 1977, les données du bilan des entreprises de radiodiffusion et de télévision ont été regroupées selon leur actif total. L'actif des entreprises, établi d'après leurs bilans de 1979 et 1978, permet de les classer dans les groupes suivants:

Radiodiffusion et télévision

Actif total

1978

Group

Groupe

1. Over \$4.7 million - Plus de \$4.7 millions
2. \$2.3-\$4.7 million - millions
3. \$1.3-\$2.3 million - millions
4. \$785,000-\$1.3 million - millions
5. \$594,000-\$785,000
6. \$456,000-\$594,000
7. \$360,000-\$456,000
8. \$271,000-\$360,000
9. \$156,000-\$271,000
10. Under \$156,000 - Moins de \$156,000

(1) Voir tableau 8.

CTV Television Network Limited

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

A partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Canadian Broadcasting Corporation

Financial data of CBC, a Crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March.

TEXT TABLE I. Canadian Broadcasting Corporation

Operating Revenues

TABLEAU EXPLICATIF I. Radio Canada

Recettes d'exploitation

	Radio	Television Télévision	Total
	thousands of dollars		
	milliers de dollars		
Local time sales - Ventes de temps d'antenne (local)	435	10,076	10,511
National time sales - Ventes de temps d'antenne (national)	44	33,416	33,460
Network time sales - Ventes de temps d'antenne (réseau)	2	43,175	43,177
Syndication and production - Droits de diffusion et services de production	-	-	-
Other - Autres	1	2,687	2,688
<u>TOTAL</u>	482	89,354	89,836

Note: Net of agency commissions and station payments.

Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Payment of principal and interest on loans from Canada due after March 31, 1974 has been deferred until such time as the Government of Canada seeks Parliamentary Authority to delete the assets which have been identified in the 1978 Public Accounts and be written off or to March 31, 1981 whichever is the earlier, in accordance with Order in Council P.C. 1979-1105.

ANALYSIS

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1979 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radio-diffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars.

Les versements de principal et d'intérêt sur les prêts consentis par le Canada et venant à échéance après le 31 mars 1974 ont été reportés en vertu du décret C.P. 1979-1105 jusqu'à ce que le gouvernement du Canada demande l'autorisation du Parlement de radier les actifs identifiés pour radiation dans les comptes publics de 1978, ou sinon au plus tard jusqu'au 31 mars 1981.

ANALYSE

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radio-diffusion qui ont été prises en compte dans l'enquête de 1979. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec

with its principal affiliates, but not counted as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

ses principales stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas considérés comme stations de télévision.

TEXT TABLE II. Classification of Survey Universe

TABLEAU EXPLICATIF II. Classification de l'univers de l'enquête

	Radio	Television Télévision	Total
Business organizations - Entreprises commerciales	290
Reporting units - Unités déclarantes	356	73	429
Stations	476	67(1)	

(1) Originating stations.

(1) Stations émettrices.

Excluding CBC, Text Table III shows the number of radio stations included in the 1979 survey and their relation to the reporting units.

Le tableau explicatif III indique le nombre de stations de radio prises en compte dans l'enquête de 1979 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

TEXT TABLE III. Classification of Radio Universe

TABLEAU EXPLICATIF III. Classification de l'univers de la radio

	Reporting units Unités déclarantes	Stations
Single stations - Stations uniques	286	286
AM/FM combinations - Ensembles MA et MF	25	50
Other combinations of radio stations - Autres ensembles de stations de radiodiffusion	45	140
<u>TOTAL</u>	356	476

Radio and Television Broadcasting operating revenues increased from the previous year by 00.0%. Revenue from the sale of air time was \$000.0 million in 1979 compared to \$747.2 million in 1978. Total Revenue in 1979 was \$000.0 million compared to \$788.0 million in 1978 an increase of 00.0%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 00.0% celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$000.0 millions en 1979 contre \$747.2 millions en 1978; les recettes totales en 1979 s'établissaient à \$000.0 millions et ont dépassé de 00.0 % les \$788.0 millions enregistrés en 1978.

TEXT TABLE IV. Revenue from Sale of Air Time by Source and Sector

TABLEAU EXPLICATIF IV. Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television Télévision	Total	Per cent Pourcentage
	thousands of dollars - milliers de dollars			
Private stations - Stations privées	351,529	440,161	791,690	90.1
Canadian Broadcasting Corporation (CBC) - Radio Canada (RC)	481	86,667	87,148	9.9
<u>TOTAL</u>	352,010	526,828	878,838	100.0
Per cent - Pourcentage	40.1	59.9	100.0	

Radio revenue from sale of air time increased 00.0% to \$000.0 million in 1979 from \$305.5 million in 1978. Television revenue from air time sales increased 00.0% to \$000.0 million in 1979 from \$441.8 million in 1978. Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$305.5 millions en 1978 à \$000.0 millions en 1979 une augmentation de 00.0 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 00.0 %, passant de \$441.8 millions en 1978 à \$000.0 millions en 1979.

TEXT TABLE V. Air Time Sales by Type of Advertising and Source

TABLEAU EXPLICATIF V. Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio			Television - Télévision				
	Private	Canadian Broad- casting Corpo- ration	Total	Per cent	Private	Canadian Broad- casting Corpo- ration	Total	Per cent
	Privée	Radio- Canada		Pour- centage	Privée	Radio- Canada		Pour- centage
	thousands of dollars - milliers de dollars							
Local	256,046	435	256,481	72.9	121,423	10,076	131,499	25.0
National	94,806	44	94,850	26.9	253,905	33,416	287,321	54.5
Network - Réseau	677	2	679	0.2	64,833	43,175	108,008	20.5
<u>TOTAL</u>	351,529	481	352,010	100.0	440,161	86,667	526,828	100.0
Per cent - Pourcentage	99.9	0.1	100.0		83.5	16.5	100.0	

Note: Slight discrepancies in tables are due to rounding.

Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

TEXT TABLE VI. Air Time Sales by Type of Advertising

TABLEAU EXPLICATIF VI. Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television Télévision	Total	Per cent Pourcentage
	thousands of dollars - milliers de dollars			
Local	256,481	131,499	387,980	44.1
National	94,850	287,321	382,171	43.5
Network - Réseau	679	108,008	108,687	12.4
<u>TOTAL</u>	352,010	526,828	878,838	100.0

Local time sales increased from \$335.6 million in 1978 to \$388.0 million in 1979 or 15.6%. National time sales increased from \$316.8 million in 1978 to \$382.2 million in 1979 or 20.6% while network time sales increased 14.5% from \$94.9 million in 1978 to \$108.7 million in 1979.

Operating expenses in the industry totalled \$1,250.9 million in 1979 compared to \$1,084.9 million in 1978 an increase of 15.3%. Depreciation was \$57.3 million in 1979 compared to \$53.5 million in 1978 an increase of 7.1%. Interest expense was \$36.2 million compared to \$29.0 million in 1978; an increase of 24.8%. The net cost of CBC operations increased 11.9% to \$539.9 million in 1979 from \$482.6 million in 1978. In private broadcasting, additions to income from other operations were \$21.2 million in 1979, compared to \$13.6 million in 1978. The net profit before income taxes in 1979 was \$138.5 million compared to \$118.6 million in 1978, an increase of 16.8%. Provision for income taxes amounted to \$63.7 million in 1979 compared to \$55.3 million in 1978. The net profit from operations after provision for income taxes was \$74.8 million compared to \$63.3 million in 1978, an increase of 18.2%.

In 1979 there were, on average, 27,675 employees directly employed in broadcasting compared to 26,851 in 1978 an increase of 824 employees. Salaries, wages, director's fees and fringe benefits paid were \$633.6 million in 1979 compared to \$549.6 million in 1978 an increase of \$84.0 million.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$335.6 millions en 1978 à \$388.0 millions en 1979, ce qui représente une hausse de 15.6 % pendant que les ventes au niveau national passaient de \$316.8 millions en 1978 à \$382.2 millions en 1979 (+ 20.6 %) et que les ventes à l'échelle du réseau, qui étaient de \$94.9 millions en 1978 atteignaient \$108.7 millions en 1979 (+ 14.5 %).

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$1,250.9 millions en 1979 en comparaison de \$1,084.9 millions en 1978, ce qui représente un gain de 15.3 %. Les amortissements atteignaient \$57.3 millions en 1979, dépassant de 7.1 % le chiffre de \$53.5 millions enregistré en 1978. Les intérêts atteignaient \$36.2 millions en 1979 dépassant de 24.8 % le chiffre de \$29.0 millions en 1978. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$539.9 millions en 1979, soit une progression de 11.9 % par rapport aux \$482.6 millions de 1978. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$21.2 millions en 1979 en comparaison de \$13.6 millions en 1978. Le bénéfice net avant impôts s'établissait à \$138.5 millions en 1979 contre \$118.6 millions en 1978, un augmentation de 16.8 %. La provision pour impôts, qui était de \$63.7 millions en 1979, totalisait \$55.3 millions en 1978. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$74.8 millions en 1979 en comparaison de \$63.3 en 1978, ce qui représente un gain de 18.2 %.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 27,675 en 1979, soit 824 de plus qu'en 1978. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$633.6 millions en 1979, dépassant de \$84.0 millions le chiffre de \$549.6 millions enregistré en 1978.

Statistical Tables

Tableaux statistiques

TABLE 1. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1979, 1978 AND 1977

TABLEAU 1. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1979, 1978 ET 1977

	1979		1978		1977	
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA
	DOLLARS					
OPERATING REVENUE - RECETTES D'EXPLOITATION:						
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL)	377,468,767	10,511,000	325,440,264	10,114,000	284,733,024	8,226,000
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL)	348,710,134	33,460,000	289,727,477	27,065,000	245,084,280	24,557,000
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) ...	65,510,329	43,177,000	58,115,793	36,768,000	49,223,081	32,820,000
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE .	791,689,230	87,148,000	673,283,534	73,947,000	579,040,385	65,603,000
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:						
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION	2,940,831	0	5,519,402	0	1,129,439	0
PRODUCTION REVENUE - RECETTES DE PRODUCTION	27,316,683	0	27,740,775	0	18,434,587	0
OTHER REVENUE - AUTRES RECETTES	6,777,758	2,688,000	5,867,439	1,628,000	4,131,985	2,907,000
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	37,035,272	2,688,000	39,127,616	1,628,000	23,696,011	2,907,000
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION	828,724,502	89,836,000	712,411,150	75,575,000	602,736,396	68,510,000
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:						
PROGRAM - EMISSIONS	315,073,215	345,891,000	267,743,395	306,426,000	218,081,128	262,824,000
TECHNICAL - SERVICES TECHNIQUES SALES AND PROMOTION - VENTES ET PROMOTION	48,215,091	69,916,000	42,470,250	60,025,000	39,620,325	56,410,000
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	119,043,236	21,843,000	101,179,439	19,813,000	87,750,836	17,171,000
	179,002,005	151,880,000	155,834,226	131,368,000	135,005,246	106,862,000
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES	661,333,547	589,530,000	567,227,310	517,632,000	480,457,535	443,267,000
DEPRECIATION - AMORTISSEMENT	28,030,004	29,302,000	25,259,819	28,228,000	22,200,787	23,913,000
INTEREST EXPENSE - INTERETS VERSES	22,121,386	14,053,000	14,952,739	14,053,000	13,966,732	14,053,000
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	21,211,956	3,162,000	13,624,332	1,708,000	10,951,321	1,891,000
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	138,451,521	...	118,595,614	...	97,062,663	...
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA	539,887,000	...	482,630,000	...	410,832,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	63,684,456	...	55,337,543	...	46,295,078	...
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	74,767,065	...	63,258,071	...	50,767,585	...
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS	15,434	12,241	14,618	12,233	13,968	11,683

TABLE 2. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1979

TABLEAU 2. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1979

	PRIVATE RADIO	STATIONS - TELEVISION	STATIONS PRIVEES TOTAL	CBC - RADIO-CANADA	TOTAL
	DOLLARS				
OPERATING REVENUE - RECETTES D'EXPLOITATION:					
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA					
VENTE DE TEMPS D'ANTENNE:					
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE					
(LOCAL)	256,045,618	121,423,149	377,468,767	10,511,000	387,979,767
NATIONAL TIME SALES - VENTES DE TEMPS					
D'ANTENNE (NATIONAL)	94,805,603	253,904,531	348,710,134	33,460,000	382,170,134
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE					
(RESEAU)	677,301	64,833,028	65,510,329	43,177,000	108,687,329
REVENUE FROM SALE OF AIR TIME - TOTAL -					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	351,528,522	440,160,708	791,689,230	87,148,000	878,837,230
PRODUCTION AND OTHER REVENUE - RECETTES DE					
PRODUCTION ET AUTRES RECETTES:					
SYNDICATION REVENUE - VENTES DE DROITS DE					
DIFFUSION	10,939	2,929,892	2,940,831	0	2,940,831
PRODUCTION REVENUE - RECETTES DE PRODUCTION ..	1,683,159	25,633,524	27,316,683	0	27,316,683
OTHER REVENUE - AUTRES RECETTES	2,961,015	3,816,743	6,777,758	2,688,000	9,465,758
PRODUCTION AND OTHER REVENUE - TOTAL -					
RECETTES DE PRODUCTION ET AUTRES RECETTES	4,655,113	32,380,159	37,035,272	2,688,000	39,723,272
OPERATING REVENUE - TOTAL - RECETTES					
D'EXPLOITATION	356,183,635	472,540,867	828,724,502	89,836,000	918,560,502
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:					
PROGRAM - EMISSIONS	105,941,935	209,131,280	315,073,215	345,891,000	660,964,215
TECHNICAL - SERVICES TECHNIQUES	15,581,998	32,633,093	48,215,091	69,916,000	118,131,091
SALES AND PROMOTION - VENTES ET PROMOTION	73,282,370	45,760,866	119,043,236	21,843,000	140,886,236
ADMINISTRATION AND GENERAL - ADMINISTRATION ET					
FRAIS GENERAUX	102,506,147	76,495,858	179,002,005	151,880,000	330,882,005
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL					
PARTIEL, DEPENSES INTERNES	297,312,450	364,021,097	661,333,547	589,530,000	1,250,863,547
DEPRECIATION - AMORTISSEMENT	10,972,241	17,057,763	28,030,004	29,302,000	57,332,004
INTEREST EXPENSE - INTERETS VERSES	11,378,536	10,742,850	22,121,386	14,053,000	36,174,386
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES					
REDRESSEMENTS - REVENU (DEPENSE-)	6,162,402	15,049,554	21,211,956	3,162,000	24,373,956
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE					
NET (PERTE-) AVANT IMPOTS SUR LE REVENU	42,682,810	95,768,711	138,451,521	...	138,451,521
NET COST OF CBC OPERATIONS - COUT NET					
D'EXPLOITATION DE RADIO-CANADA	539,887,000	539,887,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS					
SUR LE REVENU	20,887,303	42,797,153	63,684,456	...	63,684,456
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE					
NET (PERTE-) APRES IMPOTS SUR LE REVENU	21,795,507	52,971,558	74,767,065	...	74,767,065
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS ...	9,069	6,365	15,434	12,241	27,675

TABLE 3. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1979

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO	MANITOBA
		TERRE-NEUVE ET ILE-DU-PRINCE- EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK			
1	BUSINESS ORGANIZATIONS	7	15	13	68	85	11
	ASSETS				DOLLARS		
	CURRENT:						
2	CASH	221,154	1,990,466	327,284	9,820,562	4,566,431	3,040,884
3	SECURITIES	619,480	1,736,039	715,727	14,820,330	1,088,179	150,000
4	RECEIVABLES (NET)	2,367,565	5,331,705	4,251,049	36,969,497	72,629,578	8,393,733
5	INVENTORIES	124,285	0	12,995	2,270,117	16,438,859	15,141
6	PREPAID EXPENSES	223,353	376	37,723	5,028,958	21,334,275	1,169,177
7	OTHER	103,031	1,596,364	491,047	7,764,483	15,906,698	665,606
8	TOTAL CURRENT ASSETS	3,658,868	10,654,950	5,835,825	76,673,947	131,964,020	13,434,541
	INVESTMENTS AND ADVANCES:						
9	ASSOCIATED COMPANIES	310,847	3,012,885	1,697,956	9,454,445	60,660,737	657,425
10	OTHER	73,015	284,477	34,394	7,059,628	12,552,859	538,341
11	TOTAL INVESTMENTS AND ADVANCES	383,862	3,297,362	1,732,350	16,514,073	73,213,596	1,195,766
	FIXED ASSETS, BROADCASTING:						
12	LAND, PROPERTY AND EQUIPMENT	8,222,777	12,075,107	15,593,633	121,288,763	153,584,289	36,858,133
13	LESS: ACCUMULATED DEPRECIATION	4,341,935	6,617,312	10,813,772	47,628,168	81,996,587	17,643,445
14	NET FIXED ASSETS, BROADCASTING	3,880,842	5,457,795	4,779,861	73,660,595	71,587,702	19,214,688
15	NET FIXED ASSETS, NON-BROADCASTING	57,236	101,248	37,209	832,501	3,678,917	292,402
16	INTANGIBLE ASSETS	15,000	125,373	209,069	15,742,061	22,986,929	623,650
17	OTHER ASSETS	39,148	581,301	139,549	4,644,946	35,639,253	13,645,702
18	TOTAL FIXED AND OTHER ASSETS	3,992,226	6,265,717	5,165,688	94,880,103	133,892,801	33,776,442
19	TOTAL NON-CURRENT ASSETS	4,376,088	9,563,079	6,898,038	111,394,176	207,106,397	34,972,208
20	TOTAL ASSETS	8,034,956	20,218,029	12,733,863	188,068,123	339,070,417	48,406,749
	LIABILITIES						
	CURRENT:						
21	BANK LOANS	923,871	642,695	336,008	4,524,565	23,869,177	1,981,933
22	OTHER LOANS	90,639	0	0	1,131,067	2,868,554	796,296
23	ACCOUNTS PAYABLE AND ACCRUED	1,292,857	2,038,748	1,095,647	20,825,726	33,919,385	3,692,234
24	INCOME TAX PAYABLE	203,278	552,910	331,878	3,293,313	4,594,796	1,180,666
25	DIVIDENDS PAYABLE	0	0	0	766,282	0	225,000
26	UNEARNED INCOME	0	4,626	0	47,882	75,510	862,334
27	CURRENT PORTION LONG-TERM DEBT	91,573	51,776	225,689	1,610,156	9,431,197	1,160,683
28	OTHER	414,880	2,801,019	173,494	2,412,032	25,503,399	1,316,609
29	TOTAL CURRENT LIABILITIES	3,017,098	6,091,774	2,162,716	34,611,023	100,262,018	11,215,755
	NON-CURRENT LIABILITIES:						
	LONG-TERM DEBT:						
30	NOTES	665,906	541,587	3,386,307	17,323,663	63,792,563	180,504
31	MORTGAGES AND BONDS	518,422	98,776	315,827	20,097,104	3,653,930	390,117
32	DEBENTURES	0	702,300	555,738	42,919	35,193,649	6,121,472
33	LESS: CURRENT PORTION	91,573	51,776	225,689	1,610,156	9,431,197	1,160,683
34	TOTAL LONG-TERM DEBT	1,092,755	1,290,887	4,032,183	35,853,530	93,208,945	5,531,410
35	DEFERRED INCOME TAXES	124,416	67,585	47,778	7,615,717	10,608,613	3,785,054
36	OTHER LIABILITIES	1,147,478	1,207,754	289,287	3,797,240	25,343,977	2,783,451
37	TOTAL NON-CURRENT LIABILITIES	2,364,649	2,566,226	4,369,248	47,266,487	129,161,535	12,099,915
38	TOTAL LIABILITIES	5,381,747	8,658,000	6,531,964	81,877,510	229,423,553	23,315,670
	SHAREHOLDERS' EQUITY:						
	SHARE CAPITAL ISSUED:						
39	PREFERRED	80,750	72,770	526,250	9,983,783	19,920,786	166,630
40	COMMON	277,755	430,530	235,548	24,773,811	15,915,864	4,371,993
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31.	2,294,704	10,175,720	5,362,892	70,918,675	65,199,790	20,552,456
42	OTHER SURPLUS	0	881,009	77,209	514,344	8,610,424	0
43	TOTAL SHAREHOLDERS' EQUITY	2,653,209	11,560,029	6,201,899	106,190,613	109,646,864	25,091,079
44	TOTAL LIABILITIES AND EQUITY ...	8,034,956	20,218,029	12,733,863	188,068,123	339,070,417	48,406,749

NOTE: LINE 40, CBC, REPRESENTS THE EQUITY OF THE GOVERNMENT OF CANADA IN THE CBC.

TABLEAU 3. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1979

SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	SUB-TOTAL PRIVATE STATIONS - TOTAL PARTIEL, STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL, PRIVATE STATIONS AND CBC - TOTAL, STATIONS PRIVEES ET RADIO-CANADA	NO
17	28	46	290	1	291	
DOLLARS						ENTREPRISES
ACTIF						1
DISPONIBILITES:						
1,161,044	1,751,919	3,692,404	26,572,148	12,449,000	39,021,148	ENCAISSE
1,064,649	3,985,268	1,025,613	25,205,285	0	25,205,285	2
6,213,311	15,899,161	14,850,476	166,906,075	21,731,000	188,637,075	3
215,537	758,989	358,322	20,194,245	56,365,000	76,559,245	4
172,050	5,930,088	2,526,877	36,422,877	13,896,000	50,318,877	5
191,471	2,249,148	6,949,861	35,917,709	1,968,000	37,885,709	6
9,018,062	30,574,573	29,403,553	311,218,339	106,409,000	417,627,339	7
TOTAL, DISPONIBILITES						8
PLACEMENTS ET AVANCES:						
4,125,877	14,494,520	4,436,772	98,851,464	352,000	99,203,464	9
1,034,540	1,407,669	900,527	23,885,450	0	23,885,450	10
5,160,417	15,902,189	5,337,299	122,736,914	352,000	123,088,914	11
TOTAL PLACEMENTS ET AVANCES						12
IMMOBILISATIONS, RADIODIFFUSION:						
26,203,927	38,510,973	44,658,303	456,995,905	593,783,000	1,050,778,905	13
11,628,878	20,962,863	23,219,228	224,852,188	229,080,000	453,932,188	14
14,575,049	17,548,110	21,439,075	232,143,717	364,703,000	596,846,717	15
134,952	957,211	3,746,720	9,838,396	0	9,838,396	16
1,063,099	279,827	1,517,105	42,562,113	0	42,562,113	17
70,861	1,516,413	2,006,395	58,283,568	11,000	58,294,568	18
15,843,961	20,301,561	28,709,295	342,827,794	364,714,000	707,541,794	19
21,004,378	36,203,750	34,046,594	465,564,708	365,066,000	830,630,708	20
30,022,440	66,778,323	63,450,147	776,783,047	471,475,000	1,248,258,047	21
TOTAL, ACTIF						22
PASSIF						
EXIGIBILITES:						
2,119,773	6,654,155	6,252,413	47,304,590	0	47,304,590	23
298,716	331,000	526,386	6,042,658	0	6,042,658	24
2,258,620	6,276,866	10,027,957	81,428,040	41,362,000	122,790,040	25
888,347	1,987,814	1,878,564	14,911,566	0	14,911,566	26
39,698	58,963	142,828	1,232,771	0	1,232,771	27
0	45,453	97,671	1,133,476	24,269,000	25,402,476	28
760,517	202,267	611,848	14,145,706	0	14,145,706	29
128,810	10,357,183	5,041,590	48,149,016	32,000	48,181,016	30
6,494,481	25,913,701	24,579,257	214,347,823	65,663,000	280,010,823	31
TOTAL, EXIGIBILITES						32
PASSIF NON EXIGIBLE:						
464,124	3,650,495	4,514,311	94,519,460	0	94,519,460	33
111,198	811,146	1,776,040	27,772,560	0	27,772,560	34
5,378,975	913,582	2,839,622	51,748,257	0	51,748,257	35
760,517	202,267	611,848	14,145,706	0	14,145,706	36
5,193,780	5,172,956	8,518,125	159,894,571	0	159,894,571	37
1,594,898	1,715,586	1,285,198	26,844,845	0	26,844,845	38
721,357	6,355,498	3,422,350	45,068,392	137,435,000	182,503,392	39
7,510,035	13,244,040	13,225,673	231,807,808	137,435,000	369,242,808	40
14,004,516	39,157,741	37,804,930	446,155,631	203,098,000	649,253,631	41
TOTAL, PASSIF NON EXIGIBLE						42
TOTAL, PASSIF						43
AVOIR DES ACTIONNAIRES:						
214,700	547,600	4,322,918	35,836,187	0	35,836,187	44
2,831,848	955,290	5,655,572	55,448,211	268,377,000	323,825,211	45
12,932,030	25,943,014	15,388,781	228,768,062	0	228,768,062	46
39,346	174,678	277,946	10,574,956	0	10,574,956	47
16,017,924	27,620,582	25,645,217	330,627,416	268,377,000	599,004,416	48
30,022,440	66,778,323	63,450,147	776,783,047	471,475,000	1,248,258,047	49
TOTAL, AVOIR DES ACTIONNAIRES						50
TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES.						51

NOTA: LIGNE 40, RADIO-CANADA, REPRESENT L'AVOIR PROPRE DU GOUVERNEMENT DU CANADA A RADIO-CANADA.

TABLE 4. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1979

	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU- PRINCE- EDOUARD	NOVA SCOTIA — NOUVELLE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
1 BUSINESS ORGANIZATIONS	7	15	13	68	85
			DOLLARS		
SOURCE OF FUNDS:					
OPERATIONS:					
2 NET PROFIT (LOSS-) FROM BROADCAST OPER- OPERATIONS AFTER INCOME TAXES.	628,321	1,829,055	1,098,305	24,399,264	23,517,503
3 NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	0	3,691	34,523	3,313,759	716,576-
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:					
4 DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	551,184	878,603	875,914	6,656,932	9,750,215
5 DEFERRED INCOME TAXES	29,298-	8,010	3,349-	606,504	6,002,407
6 TOTAL FUNDS PROVIDED FROM OPERATIONS ...	1,150,207	2,719,359	2,005,393	34,976,459	38,553,549
OTHER:					
7 INCREASE IN LONG TERM DEBT	18,000	1,150,349	684,498	5,685,496	41,698,585
8 PROCEEDS FROM SALE OF SHARE CAPITAL	2,905	1,000	290,348	1,036,917	7,684,170
DECREASE IN FIXED ASSETS:					
9 (A) BROADCAST ONLY	30,156	6,300	7,992	960,165	1,041,025
10 (B) NON-BROADCASTING	243,201	18,000	5,445	121,381	1,007,300
11 DECREASE IN INVESTMENTS AND ADVANCES	39,300	0	59,876	6,137,410	8,417,841
12 OTHER SOURCES OF FUNDS	196,744	30,412	107,972	866,455	5,111,117
13 TOTAL, OTHER FUNDS PROVIDED	530,306	1,206,061	1,156,131	14,807,824	64,960,038
14 TOTAL FUNDS PROVIDED	1,680,513	3,925,420	3,161,524	49,784,283	103,513,587
APPLICATION OF FUNDS:					
ADDITIONS TO FIXED ASSETS:					
15 (A) BROADCAST ONLY	931,026	1,714,658	521,729	18,881,141	17,980,077
16 (B) NON-BROADCASTING	37,641	42,074	1,885	1,051,799	7,536,506
17 ADDITIONS TO INVESTMENTS AND ADVANCES	0	515,750	57,958	1,991,322	12,800,838
18 DEFERRED EXPENDITURES	355	864	0	352,698	32,029
DIVIDENDS DECLARED:					
19 (A) COMMON SHARES	902,561	1,176,141	161,863	9,774,172	14,015,662
20 (B) PREFERRED SHARES	0	0	313,074	277,987	1,269,937
21 REDUCTION OF LONG TERM DEBT	102,135	37,582	187,288	10,945,622	14,208,074
22 REDEMPTION OF SHARES	0	0	0	718,800	2,294,077
23 OTHER APPLICATION OF FUNDS	67,525	120,553	71,237	2,745,439-	15,032,282
24 TOTAL FUNDS USED	2,041,243	3,607,622	1,315,034	41,248,102	85,169,482
25 INCREASE (DECREASE-) IN WORKING CAPITAL	360,730-	317,798	1,846,490	8,536,181	18,344,105
26 WORKING CAPITAL AT BEGINNING OF YEAR	1,002,500	4,245,378	1,826,619	33,526,743	13,357,897
27 WORKING CAPITAL AT AUGUST 31	641,770	4,563,176	3,673,109	42,062,924	31,702,002

TABLEAU 4. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, PAR REGION, 1979

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
11	17	28	46	290	ENTREPRISES	1
		DOLLARS				
					PROVENANCE DES FONDS:	
4,540,761	2,662,257	9,079,615	7,011,984	74,767,065	EXPLOITATION:	
					BENEFICE NET (PERTE-) PROVENANT DE L'EX-	2
					PLOITATION DES ENTREPRISES DE RADIO-	
1,099,145	801-	151,355-	84,874	3,667,260	DIFFUSION, APRES IMPOTS SUR LE REVENU.	3
					BENEFICE NET (PERTE-) PROVENANT D'ACTI-	
					VITES AUTRES QUE LA RADIODIFFUSION,	
					APRES IMPOTS SUR LE REVENU.	
					DEPENSES NE NECESSITANT PAS DE	
					MISE DE FONDS:	
2,604,190	1,938,577	2,780,688	3,476,397	29,512,700	DEPRECIATION ET AMORTISSEMENT	4
550,136	447,383	1,097,027	150,413	8,829,233	(COMPTABILISE).	
					IMPOTS SUR LE REVENU DIFFERES	5
8,794,232	5,047,416	12,805,975	10,723,668	116,776,258	TOTAL DES FONDS PROVENANT DE L'EX-	6
					PLOITATION.	
					AUTRES:	
212,330	699,225	2,715,318	1,259,604	54,123,405	AUGMENTATION DE LA DETTE A LONG TERME	7
70,595	60	0	839,076	9,925,071	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
					DIMINUTION DES IMMOBILISATIONS:	
22,023	28,221	122,300	1,190,414	3,408,596	(A) ACTIVITES DE RADIODIFFUSION	9
					SEULEMENT.	
159,749	0	109,063	400	1,664,539	(B) AUTRES QUE LA RADIODIFFUSION	10
498,561	480,964	1,756,865	381,169	17,771,986	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
651,196	443,736	1,167,391	594,811	9,169,834	AUTRES SOURCES DE FONDS	12
1,614,454	1,652,206	5,870,937	4,265,474	96,063,431	ENSEMBLE DES AUTRES FONDS FOURNIS	13
10,408,686	6,699,622	18,676,912	14,989,142	212,839,689	TOTAL DES FONDS FOURNIS	14
					UTILISATION DES FONDS:	
					ADDITIONS AUX IMMOBILISATIONS:	
4,820,937	2,811,725	5,384,957	4,004,055	57,050,305	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
0	3,693	675,856	153,284	9,502,738	(B) AUTRES QUE LA RADIODIFFUSION	16
					ACCROISSEMENT DES PLACEMENTS ET DES AVANCES	17
219,289	1,247,939	1,478,213	1,661,447	19,972,756	DEPENSES DIFFEREES	18
152,783	0	40,995	255,056	834,780		
					DIVIDENDES DECLARES:	
1,866,699	3,440,978	6,560,917	3,040,485	40,939,478	(A) ACTIONS ORDINAIRES	19
40,161	4,698	0	122,578	2,028,435	(B) ACTIONS PRIVILEGIEES	20
					DIMINUTION DE LA DETTE A LONG TERME	21
1,994,347	936,627	5,567,291	1,408,640	35,387,606	RACHAT D'ACTIONS	22
491,323	0	0	572,691	4,076,891	AUTRES UTILISATIONS DES FONDS	23
466,700	772,932	1,234,462	218,738	15,238,990		
10,052,239	9,218,592	20,942,691	11,436,974	185,031,979	TOTAL DES FONDS UTILISES	24
356,447	2,518,970-	2,265,779-	3,552,168	27,807,710	AUGMENTATION (DIMINUTION-) DU FONDS DE	25
					ROULEMENT.	
1,862,339	5,042,551	6,926,651	1,272,128	69,062,806	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
2,218,786	2,523,581	4,660,872	4,824,296	96,870,516	FONDS DE ROULEMENT AU 31 AOUT	27

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU PRINCE-EDOUARD	NOVA SCOTIA — NOUVELLE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
1	REPORTING UNITS	9	14	13	86	108
				DOLLARS		
	OPERATING REVENUE:					
	REVENUE FROM SALE OF AIR TIME:					
2	LOCAL TIME SALES	6,990,841	9,290,114	7,622,851	52,838,396	85,770,582
3	NATIONAL TIME SALES	1,158,480	1,861,128	1,505,985	21,710,024	39,878,068
4	NETWORK TIME SALES	640,841	0	0	28,621	7,839
5	TOTAL REVENUE FROM SALE OF AIR TIME ..	8,790,162	11,151,242	9,128,836	74,577,041	125,656,489
	PRODUCTION AND OTHER REVENUE:					
6	SYNDICATION REVENUE	0	0	0	23,544	0
7	PRODUCTION REVENUE	4,544	13,316	37,510	814,078	72,274
8	OTHER REVENUE	22,193	45,640	11,567	1,755,413	343,106
9	TOTAL PRODUCTION AND OTHER REVENUE	26,737	58,956	49,077	2,593,035	415,380
10	TOTAL OPERATING REVENUE	8,816,899	11,210,198	9,177,913	77,170,076	126,071,869
	DEPARTMENTAL EXPENSES:					
11	PROGRAM	2,630,066	3,418,826	2,658,662	23,755,934	36,747,436
12	TECHNICAL	598,430	755,354	548,694	2,913,692	5,976,626
13	SALES AND PROMOTION	1,426,539	2,307,553	1,687,676	15,517,315	27,199,275
14	ADMINISTRATION AND GENERAL	2,917,782	3,562,640	3,507,223	26,378,276	33,331,949
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	7,572,817	10,044,373	8,402,255	68,565,217	103,255,286
16	DEPRECIATION	376,667	536,704	355,767	2,091,526	4,167,180
17	INTEREST EXPENSE	155,130	115,097	246,093	2,047,833	5,843,225
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	4,655-	325,387	104,415	3,440,362	851,352
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	707,630	839,411	278,213	7,905,862	13,657,530
20	PROVISION FOR INCOME TAXES	358,259	399,038	72,846	3,318,260	7,584,079
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	349,371	440,373	205,367	4,587,602	6,073,451
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	3,868,208	6,122,745	3,964,114	35,308,837	55,044,824
23	AVERAGE NUMBER OF EMPLOYEES	277	395	265	1,918	3,199

TABLEAU 5. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR REGION, 1979

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
16	18	34	58	356	UNITES DECLARANTES	1
DOLLARS						
RECETTES D'EXPLOITATION:						
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
11,336,528	12,955,109	31,377,509	37,863,688	256,045,618	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
3,335,077	3,085,621	9,746,498	12,524,722	94,805,603	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
0	0	0	0	677,301	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
14,671,605	16,040,730	41,124,007	50,388,410	351,528,522	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:						
0	12,605-	0	0	10,939	VENTES DE DROITS DE DIFFUSION	6
110,131	94,557	449,545	87,204	1,683,159	RECETTES DE PRODUCTION	7
45,964	240,911	135,295	360,926	2,961,015	AUTRES RECETTES	8
156,095	322,863	584,840	448,130	4,655,113	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
14,827,700	16,363,593	41,708,847	50,836,540	356,183,635	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:						
4,924,035	5,222,573	11,184,463	15,399,940	105,941,935	EMISSIONS	11
694,639	738,828	1,471,303	1,884,432	15,581,998	SERVICES TECHNIQUES	12
3,126,643	3,391,597	8,382,380	10,243,392	73,282,370	VENTES ET PROMOTION	13
3,870,299	4,174,974	10,963,178	13,799,826	102,506,147	ADMINISTRATION ET FRAIS GENERAUX	14
12,615,616	13,527,972	32,001,324	41,327,590	297,312,450	TOTAL PARTIEL, DEPENSES INTERNES	15
514,302	500,116	1,032,858	1,397,121	10,972,241	AMORTISSEMENT	16
250,684	268,003	1,068,852	1,383,619	11,378,536	INTERETS VERSES	17
99,385	285,359	170,407	890,390	6,162,402	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
1,546,483	2,352,861	7,776,220	7,618,600	42,682,810	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
733,830	970,335	3,955,929	3,494,727	20,887,303	PROVISION POUR IMPOTS SUR LE REVENU	20
812,653	1,382,526	3,820,291	4,123,873	21,795,507	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
7,390,305	8,011,366	18,307,235	22,687,565	160,705,199	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
407	483	896	1,229	9,069	EFFECTIFS MOYENS	23

TABLE 6. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY AREA, 1979

NO.	ATLANTIC PROVINCES - PROVINCES DE L'ATLANTIQUE			QUEBEC	ONTARIO
1	REPORTING UNITS	6		16	19
				DOLLARS	
	OPERATING REVENUE:				
	REVENUE FROM SALES OF AIR TIME:				
2	LOCAL TIME SALES	9,351,972		41,242,819	17,614,843
3	NATIONAL TIME SALES	9,527,145		61,958,244	124,585,012
4	NETWORK TIME SALES	6,675,479		11,928,596	22,415,161
5	TOTAL REVENUE FROM SALE OF AIR TIME	25,554,596		115,129,659	164,615,016
	PRODUCTION AND OTHER REVENUE:				
6	SYNDICATION REVENUE	0		35,000	2,621,403
7	PRODUCTION REVENUE	551,643		3,671,346	14,821,953
8	OTHER REVENUE	122,862		881,719	1,142,466
9	TOTAL PRODUCTION AND OTHER REVENUE	674,505		4,588,065	18,585,822
10	TOTAL OPERATING REVENUE	26,229,101		119,717,724	183,200,838
	DEPARTMENTAL EXPENSES:				
11	PROGRAM	10,850,885		38,846,679	93,303,761
12	TECHNICAL	2,697,656		10,859,675	9,295,074
13	SALES AND PROMOTION	2,836,979		13,062,415	16,037,361
14	ADMINISTRATION AND GENERAL	4,192,034		23,778,437	25,347,210
15	SUB-TOTAL DEPARTMENTAL EXPENSES	20,577,554		86,547,206	143,983,406
16	DEPRECIATION	958,956		4,057,194	6,535,976
17	INTEREST EXPENSE	119,585		3,255,738	4,153,562
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	379,751		8,873,999	4,585,476
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	4,952,757		34,731,585	33,113,370
20	PROVISION FOR INCOME TAXES	2,367,642		14,823,573	14,650,066
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	2,585,115		19,908,012	18,463,304
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	7,791,461		35,161,333	45,016,663
23	AVERAGE NUMBER OF EMPLOYEES	452		1,699	2,168

TABLEAU 6. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR REGION, 1979

MANITOBA AND/ET SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
13	10	9	73	UNITES DECLARANTES	1
DOLLARS					
RECETTES D'EXPLOITATION:					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:					
14,586,784	22,580,950	16,045,781	121,423,149	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
14,397,391	22,570,498	20,866,241	253,904,531	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
7,566,284	8,218,637	8,028,871	64,833,028	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
36,550,459	53,370,085	44,940,893	440,160,708	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:					
0	183,489	90,000	2,929,892	VENTES DE DROITS DE DIFFUSION	6
1,063,371	3,286,068	2,239,143	25,633,524	RECETTES DE PRODUCTION	7
612,608	693,091	363,997	3,816,743	AUTRES RECETTES	8
1,675,979	4,162,648	2,693,140	32,380,159	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9
38,226,438	57,532,733	47,634,033	472,540,867	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:					
15,987,865	25,190,756	24,951,334	209,131,280	EMISSIONS	11
2,971,425	3,500,110	3,309,153	32,633,093	SERVICES TECHNIQUES	12
3,686,673	5,848,163	4,289,275	45,760,866	VENTES ET PROMOTION	13
6,113,056	10,247,158	6,817,963	76,495,858	ADMINISTRATION ET FRAIS GENERAUX	14
28,759,019	44,786,187	39,367,725	364,021,097	TOTAL PARTIEL, DEPENSES INTERNES	15
1,982,107	1,707,338	1,816,192	17,057,763	AMORTISSEMENT	16
1,283,010	968,311	962,644	10,742,850	INTERETS VERSES	17
141,082	972,452	96,794	15,049,554	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
6,343,384	11,043,349	5,584,266	95,768,711	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19
3,241,652	4,903,808	2,810,412	42,797,153	PROVISION POUR IMPOTS SUR LE REVENU	20
3,101,732	6,139,541	2,773,854	52,971,558	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21
11,295,158	15,392,586	13,999,264	128,656,465	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
602	770	674	6,365	EFFECTIFS MOYENS	23

TABLE 7A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1979 (HISTORICAL COST)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK		
	DOLLARS				
1 LAND	411,794	427,331	418,327	4,725,269	5,283,703
2 LAND IMPROVEMENTS AND BUILDINGS	1,412,431	2,235,961	2,896,136	42,595,863	21,052,319
3 TOWER AND ANTENNA SYSTEM	1,500,832	979,484	1,445,608	6,011,791	16,087,164
4 TRANSMITTER EQUIPMENT	1,557,998	2,405,374	4,430,870	14,686,763	28,132,083
5 STUDIO AND TECHNICAL EQUIPMENT	1,664,227	4,469,449	5,032,821	38,349,651	61,657,028
6 MOBILE EQUIPMENT	145,605	49,201	110,308	2,410,824	3,022,490
7 AUTOMOBILES AND TRUCKS	371,002	301,779	229,036	1,172,183	1,993,561
8 FURNITURE AND FIXTURES	546,735	702,938	593,453	5,668,551	9,144,984
9 OTHER PROPERTY, PLANT AND EQUIPMENT	8,214	190,862	55,309	3,018,520	2,327,564
10 LEASEHOLD IMPROVEMENTS	603,939	312,728	381,765	2,909,237	6,083,917
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	8,222,777	12,075,107	15,593,633	121,548,652	154,784,813

TABLE 7B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1979 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK		
	DOLLARS				
1 LAND
2 LAND IMPROVEMENTS AND BUILDINGS	476,231	1,073,969	1,631,913	8,649,871	11,069,858
3 TOWER AND ANTENNA SYSTEM	701,528	484,223	694,559	3,006,572	8,688,551
4 TRANSMITTER EQUIPMENT	1,091,884	1,499,563	2,851,999	8,574,763	15,097,380
5 STUDIO AND TECHNICAL EQUIPMENT	884,739	2,830,326	3,923,845	23,338,854	38,333,245
6 MOBILE EQUIPMENT	93,013	25,747	57,406	1,840,449	1,594,109
7 AUTOMOBILES AND TRUCKS	159,709	183,737	133,965	588,419	1,114,044
8 FURNITURE AND FIXTURES	333,836	413,464	396,593	3,093,963	5,236,552
9 OTHER PROPERTY, PLANT AND EQUIPMENT	8,214	28,667	41,153	1,169,486	722,326
10 LEASEHOLD IMPROVEMENTS	388,721	147,635	124,563	1,511,058	3,118,795
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	4,137,875	6,687,331	9,855,996	51,773,435	84,974,860

TABLE 7C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1979 (NET VALUE)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK		
	DOLLARS				
1 LAND	411,794	427,331	418,327	4,725,269	5,283,703
2 LAND IMPROVEMENTS AND BUILDINGS	936,200	1,161,992	1,264,223	33,945,992	9,982,461
3 TOWER AND ANTENNA SYSTEM	799,304	495,261	751,049	3,005,219	7,398,613
4 TRANSMITTER EQUIPMENT	466,114	905,811	1,578,871	6,112,000	13,034,703
5 STUDIO AND TECHNICAL EQUIPMENT	779,488	1,639,123	1,108,976	15,010,797	23,323,783
6 MOBILE EQUIPMENT	52,592	23,454	52,902	570,375	1,428,381
7 AUTOMOBILES AND TRUCKS	211,293	118,042	95,071	583,764	879,517
8 FURNITURE AND FIXTURES	212,899	289,474	196,860	2,574,588	3,908,432
9 OTHER PROPERTY, PLANT AND EQUIPMENT	0	162,195	14,156	1,849,034	1,605,238
10 LEASEHOLD IMPROVEMENTS	215,218	165,093	257,202	1,398,179	2,965,122
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	4,084,902	5,387,776	5,737,637	69,775,217	69,809,953

TABLEAU 7A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1979 (COUT D'ORIGINE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
426,643	400,287	1,803,766	2,112,670	16,009,790	TERRAINS	1
2,506,039	2,401,296	4,998,371	8,193,038	88,291,454	AMELIORATIONS FONCIERES ET BATIMENTS	2
2,240,417	2,653,573	2,443,116	4,009,613	37,371,598	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
3,858,230	7,530,864	10,254,755	11,006,040	83,862,977	MATERIEL EMETTEUR	4
8,093,607	8,842,114	17,424,774	15,639,084	161,172,755	MATERIEL TECHNIQUE ET DE STUDIO	5
794,649	128,088	1,136,159	359,651	8,156,975	CARS DE REPORTAGE	6
159,017	466,892	629,049	657,237	5,979,756	VOITURES ET CAMIONS	7
812,906	1,202,659	1,356,541	2,301,448	22,330,215	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
12,775,157	62,701	979,854	409,362	19,827,543	AUTRES IMMOBILISATIONS CORPORELLES	9
332,941	613,943	1,057,214	1,697,158	13,992,842	AMELIORATIONS LOCATIVES	10
31,999,606	24,302,417	42,083,599	46,385,301	456,995,905	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1979 (AMORTISSEMENT NORMALISE ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
***	***	***	***	***	TERRAINS	1
1,645,726	1,237,362	2,427,485	3,180,007	31,392,422	AMELIORATIONS FONCIERES ET BATIMENTS	2
1,339,023	1,007,714	1,421,497	2,704,191	20,047,858	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
1,553,689	3,769,809	5,178,313	5,882,293	45,499,693	MATERIEL EMETTEUR	4
4,648,243	4,819,017	10,515,294	8,758,539	98,052,102	MATERIEL TECHNIQUE ET DE STUDIO	5
254,366	32,222	806,696	234,062	4,938,070	CARS DE REPORTAGE	6
83,603	222,277	324,954	264,312	3,075,020	VOITURES ET CAMIONS	7
472,450	752,363	894,081	1,211,435	12,804,737	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
7,504,038	30,351	387,984	182,448	10,074,667	AUTRES IMMOBILISATIONS CORPORELLES	9
137,444	188,715	431,353	999,835	7,048,119	AMELIORATIONS LOCATIVES	10
17,638,582	12,059,830	22,387,657	23,417,122	232,932,688	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1979 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
426,643	400,287	1,803,766	2,112,670	16,009,790	TERRAINS	1
860,313	1,163,934	2,570,886	5,013,031	56,899,032	AMELIORATIONS FONCIERES ET BATIMENTS	2
901,394	1,645,859	1,021,619	1,305,422	17,323,740	INSTALLATIONS DE PYLONES ET D'ANTENNES	3
2,304,541	3,761,055	5,076,442	5,123,747	38,363,284	MATERIEL EMETTEUR	4
3,445,364	4,023,097	6,909,480	6,880,545	63,120,653	MATERIEL TECHNIQUE ET DE STUDIO	5
540,283	95,866	329,463	125,589	3,218,905	CARS DE REPORTAGE	6
75,414	244,615	304,095	392,925	2,904,736	VOITURES ET CAMIONS	7
340,456	450,296	462,460	1,090,013	9,525,478	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
5,271,119	32,350	591,870	226,914	9,752,876	AUTRES IMMOBILISATIONS CORPORELLES	9
195,497	425,228	625,861	697,323	6,944,723	AMELIORATIONS LOCATIVES	10
14,361,024	12,242,587	19,695,942	22,968,179	224,063,217	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 8. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY TOTAL ASSETS GROUPING, 1979

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	GROUPE 5	GROUPE 6
1	BUSINESS ORGANIZATIONS	29	29	29	29	29	29
DOLLARS							
ASSETS							
CURRENT:							
2	CASH	12,677,130	5,063,454	3,975,747	1,343,833	683,372	861,943
3	SECURITIES	17,635,445	2,431,652	2,747,458	565,294	283,810	519,845
4	RECEIVABLES (NET)	96,667,435	24,348,917	15,194,973	9,532,586	6,281,646	4,123,629
5	INVENTORIES	19,555,332	252,827	114,589	101,112	43,584	34,751
6	PREPAID EXPENSES	34,734,292	1,448,417	105,827	38,951	11,714	13,553
7	OTHER	26,542,643	3,768,475	1,879,883	1,067,098	892,167	498,988
8	TOTAL CURRENT ASSETS	207,812,277	37,313,742	24,018,477	12,648,874	8,196,293	6,052,709
INVESTMENTS AND ADVANCES:							
9	ASSOCIATED COMPANIES	72,677,625	10,340,706	9,018,273	3,690,548	1,204,522	960,456
10	OTHER	16,723,434	3,215,478	1,628,372	665,475	411,863	772,941
11	TOTAL INVESTMENTS AND ADVANCES	89,401,059	13,556,184	10,646,645	4,356,023	1,616,385	1,733,397
FIXED ASSETS, BROADCASTING:							
12	LAND, PROPERTY AND EQUIPMENT	240,367,162	70,927,535	49,221,247	29,453,981	19,382,710	15,294,579
13	LESS: ACCUMULATED DEPRECIATION	103,489,893	41,226,463	29,118,239	14,760,539	10,346,792	7,894,431
14	NET FIXED ASSETS, BROADCASTING	136,877,269	29,701,072	20,103,008	14,693,442	9,035,918	7,400,148
15	NET FIXED ASSETS, NON-BROADCASTING	2,894,927	5,317,980	365,071	250,310	557,716	16,388
16	INTANGIBLE ASSETS	26,450,428	8,646,900	2,157,169	1,522,728	2,064,128	334,680
17	OTHER ASSETS	45,454,348	8,376,231	1,879,388	748,231	737,703	655,347
18	TOTAL FIXED AND OTHER ASSETS	211,676,972	52,042,183	24,504,636	17,214,711	12,395,465	8,406,563
19	TOTAL NON-CURRENT ASSETS	301,078,031	65,598,367	35,151,281	21,570,734	14,011,850	10,139,960
20	TOTAL ASSETS	508,890,308	102,912,109	59,169,758	34,219,608	22,208,143	16,192,669
LIABILITIES							
CURRENT:							
21	BANK LOANS	22,309,851	7,796,322	3,816,569	3,695,996	3,322,460	1,144,721
22	OTHER LOANS	1,346,351	1,374,957	1,353,961	818,377	501,430	501,567
23	ACCOUNTS PAYABLE AND ACCRUED	52,898,285	10,164,119	5,563,785	3,753,269	2,609,688	1,648,397
24	INCOME TAX PAYABLE	8,122,945	2,842,922	2,023,751	654,018	396,467	291,855
25	DIVIDENDS PAYABLE	745,000	225,000	0	0	8,963	195,988
26	UNEARNED INCOME	933,820	41,792	0	0	8,000	30,966
27	CURRENT PORTION LONG-TERM DEBT	10,319,587	639,710	716,564	696,194	529,297	371,028
28	OTHER	40,842,537	3,928,324	380,865	1,217,370	345,666	250,112
29	TOTAL CURRENT LIABILITIES	137,518,376	27,013,146	13,855,495	10,835,224	7,721,971	4,434,634
NON-CURRENT LIABILITIES:							
LONG-TERM DEBT:							
30	NOTES	65,261,103	10,792,378	6,839,992	2,283,611	3,204,018	1,752,729
31	MORTGAGES AND BONDS	13,067,123	2,862,823	2,923,450	2,486,687	2,153,923	1,835,450
32	DEBENTURES	45,796,328	0	682,276	2,072,736	1,071,900	1,198,966
33	LESS: CURRENT PORTION	10,319,587	639,710	716,564	696,194	529,297	371,028
34	TOTAL LONG-TERM DEBT	113,804,967	13,015,491	9,729,154	6,146,840	5,900,544	4,416,117
35	DEFERRED INCOME TAXES	22,041,519	2,803,823	1,104,730	284,868	128,049	223,745
36	OTHER LIABILITIES	19,648,888	5,365,544	6,082,644	5,411,205	2,651,388	2,411,756
37	TOTAL NON-CURRENT LIABILITIES	155,495,374	21,184,858	16,916,528	11,842,913	8,679,981	7,051,618
38	TOTAL LIABILITIES	293,013,750	48,198,004	30,772,023	22,678,137	16,401,952	11,486,252
SHAREHOLDERS' EQUITY:							
SHARE CAPITAL ISSUED:							
39	PREFERRED	22,992,027	5,696,594	1,070,709	1,559,800	1,612,120	1,102,097
40	COMMON	40,357,338	9,594,356	1,209,384	901,460	678,053	535,113
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31.	148,911,380	36,502,655	23,428,074	8,777,820	3,348,870	2,952,942
42	OTHER SURPLUS	3,615,813	2,920,500	2,689,568	302,391	167,148	116,265
43	TOTAL SHAREHOLDERS' EQUITY	215,876,558	54,714,105	28,397,735	11,541,471	5,806,191	4,706,417
44	TOTAL LIABILITIES AND EQUITY	508,890,308	102,912,109	59,169,758	34,219,608	22,208,143	16,192,669

TABLEAU 8. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1979

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
29	29	29	29	290	ENTREPRISES	1
					DOLLARS	
					ACTIF	
					DISPONIBILITES:	
1,113,845	258,901	337,295	256,628	26,572,148	ENCAISSE	2
760,200	116,422	134,159	11,000	25,205,285	VALEURS MOBILIERES	3
3,868,648	3,208,896	2,425,755	1,253,590	166,906,075	COMPTES A RECEVOIR (NETS)	4
22,516	53,342	0	16,192	20,194,245	STOCKS	5
59,882	5,070	4,830	341	36,422,877	FRAIS PAYES D'AVANCE	6
593,941	327,592	283,345	63,577	35,917,709	AUTRES	7
6,419,032	3,970,223	3,185,384	1,601,328	311,218,339	TOTAL, DISPONIBILITES	8
					PLACEMENTS ET AVANCES:	
526,559	281,788	89,229	61,758	98,851,464	SOCIETES AFFILIEES	9
117,553	131,046	169,282	50,006	23,885,450	AUTRES	10
644,112	412,834	258,511	111,764	122,736,914	TOTAL PLACEMENTS ET AVANCES	11
					IMMOBILISATIONS, RADIODIFFUSION:	
11,143,445	10,779,789	6,587,197	3,838,260	456,995,905	TERRAINS, INSTALLATIONS ET MATERIEL	12
5,968,249	5,950,693	3,799,308	2,297,581	224,852,188	MOINS: AMORTISSEMENT ACCUMULE	13
5,175,196	4,829,096	2,787,889	1,540,679	232,143,717	IMMOBILISATIONS NETTES, RADIODIFFUSION	14
143,058	169,886	36,257	86,803	9,838,396	IMMOBILISATIONS NETTES, NON DE RADIODIFFUSION	15
864,964	280,284	215,059	25,773	42,562,113	IMMOBILISATIONS INCORPORELLES	16
144,862	153,174	102,260	32,024	58,283,568	AUTRES ELEMENTS D'ACTIF	17
6,328,080	5,432,440	3,141,465	1,685,279	342,827,794	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF	18
6,972,192	5,845,274	3,399,976	1,797,043	465,564,708	TOTAL, ACTIF NON DISPONIBLE	19
13,391,224	9,815,497	6,585,360	3,398,371	776,783,047	TOTAL, ACTIF	20
					PASSIF	
					EXIGIBILITES:	
1,441,168	1,972,243	1,047,518	757,742	47,304,590	EMPRUNTS BANCAIRES	21
74,299	34,000	37,716	0	6,042,658	AUTRES EMPRUNTS	22
1,853,477	1,448,895	922,384	565,741	81,428,040	COMPTES A PAYER ET PASSIF COURU	23
168,932	187,597	163,901	59,178	14,911,566	IMPOTS SUR LE REVENU A PAYER	24
764	774	12,020	44,262	1,232,771	DIVIDENDES A VERSER	25
37,313	46,180	29,281	6,124	1,133,476	REVENU DIFFERE	26
315,027	310,324	206,152	41,823	14,145,706	PARTIE EXIGIBLE DE LA DETTE A LONG TERME	27
318,605	536,631	67,282	261,624	48,149,016	AUTRES	28
4,209,585	4,536,644	2,486,254	1,736,494	214,347,823	TOTAL, EXIGIBILITES	29
					PASSIF NON EXIGIBLE:	
					DETTE A LONG TERME:	
2,232,798	1,517,029	423,808	211,994	94,519,460	BILLETS	30
670,975	773,783	556,761	441,585	27,772,560	HYPOTHEQUES ET OBLIGATIONS GARANTIES	31
408,560	269,053	55,738	192,700	51,748,257	OBLIGATIONS NON GARANTIES	32
315,027	310,324	206,152	41,823	14,145,706	MOINS: LA PARTIE EXIGIBLE	33
2,997,306	2,249,541	830,155	804,456	159,894,571	TOTAL, DETTE A LONG TERME	34
53,651	110,594	70,400	23,466	26,844,845	IMPOTS SUR LE REVENU DIFFERES	35
217,741	271,805	854,907	323,087	20,043,942	AUTRES ELEMENTS DE PASSIF	36
3,451,960	3,599,854	1,881,118	1,703,604	231,807,808	TOTAL, PASSIF NON EXIGIBLE	37
7,661,545	8,136,498	4,367,372	3,440,098	446,155,631	TOTAL, PASSIF	38
					AVOIR DES ACTIONNAIRES:	
					CAPITAL-ACTIONS EMIS:	
530,910	386,380	409,600	475,950	35,836,187	ACTIONS PRIVILEGIEES	39
568,598	532,153	565,469	506,287	55,448,211	ACTIONS ORDINAIRES	40
4,143,337	540,955	1,202,646	1,040,617	228,768,062	BENEFICES NON REPARTIS (DEFICIT ACCUMULE-) AU AOUT 31.	41
486,834	219,511	40,273	16,653	10,574,956	AUTRES SURPLUS	42
5,729,679	1,678,999	2,217,988	41,727	330,627,416	TOTAL, AVOIR DES ACTIONNAIRES	43
13,391,224	9,815,497	6,585,360	3,398,371	776,783,047	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES	44

TABLE 9. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY TOTAL ASSETS GROUPING, 1979

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	GROUPE 5	GROUPE 6
1	BUSINESS ORGANIZATIONS	29	29	29	29	29	29
DOLLARS							
SOURCE OF FUNDS:							
OPERATIONS:							
2	NET PROFIT (LOSS-) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	52,168,511	11,880,614	4,027,704	2,710,363	1,200,493	664,125
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	3,453,706	72,505-	251,486	85,361-	41,579	31,101
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:							
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	14,354,083	5,056,079	3,046,389	2,049,421	1,508,835	1,170,082
5	DEFERRED INCOME TAXES	7,825,554	421,516	287,536	118,587	25,863	45,970
6	TOTAL FUNDS PROVIDED FROM OPERATIONS.	77,801,854	17,285,704	7,613,115	4,793,010	2,776,770	1,911,278
OTHER:							
7	INCREASE IN LONG TERM DEBT	30,105,812	6,915,363	7,071,443	2,304,912	3,015,137	2,330,620
8	PROCEEDS FROM SALE OF SHARE CAPITAL.	6,604,518	2,103,892	850,629	889	104,011	3,824
DECREASE IN FIXED ASSETS:							
9	(A) BROADCAST ONLY	2,810,249	183,590	111,002	43,949	40,813	134,602
10	(B) NON-BROADCASTING	159,749	295,461	1,002,700	0	17,202	2,577
11	DECREASE IN INVESTMENTS AND ADVANCES	13,126,203	1,049,180	2,324,003	594,020	52,622	53,746
12	OTHER SOURCES OF FUNDS	5,316,192	824,579	401,452	735,500	852,177	180,069
13	TOTAL, OTHER FUNDS PROVIDED	58,122,723	11,372,065	11,761,229	3,679,270	4,081,962	2,705,438
14	TOTAL FUNDS PROVIDED	135,924,577	28,657,769	19,374,344	8,472,280	6,858,732	4,616,716
APPLICATION OF FUNDS:							
ADDITIONS TO FIXED ASSETS:							
15	(A) BROADCAST ONLY	31,825,150	8,213,838	5,853,579	4,306,906	2,149,578	1,413,837
16	(B) NON-BROADCASTING	7,549,546	1,083,505	15,170	329,361	128,742	53,487
17	ADDITIONS TO INVESTMENTS AND ADVANCES.	12,758,627	2,380,450	3,048,968	274,749	880,720	30,407
18	DEFERRED EXPENDITURES	152,783	29,805	443,569	0	9,319	84,791
DIVIDENDS DECLARED:							
19	(A) COMMON SHARES	25,128,630	5,893,533	3,487,917	2,262,894	1,225,466	655,204
20	(B) PREFERRED SHARES	730,050	804,926	318,362	3,680	53,519	45,175
21	REDUCTION OF LONG TERM DEBT	24,110,059	4,858,230	769,055	1,709,614	1,503,236	870,658
22	REDEMPTION OF SHARES	2,360,277	632,700	442,728	0	471,644	62,195
23	OTHER APPLICATION OF FUNDS	9,465,456	3,594,562	1,126,666	117,713	257,448	115,946
24	TOTAL FUNDS USED	114,080,578	27,491,549	15,506,014	9,004,917	6,679,672	3,331,700
25	INCREASE (DECREASE-) IN WORKING CAPITAL.	21,843,999	1,166,220	3,868,330	532,637-	179,060	1,285,016
26	WORKING CAPITAL AT BEGINNING OF YEAR	48,449,902	9,134,376	6,294,652	2,346,287	295,262	333,059
27	WORKING CAPITAL AT AUGUST 31	70,293,901	10,300,596	10,162,982	1,813,650	474,322	1,618,075

TABLEAU 9. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE,
PAR ACTIFS TOTAUX PAR GROUPE, 1979

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
29	29	29	29	290	ENTREPRISES	1
DOLLARS					PROVENANCE DES FONDS:	
					EXPLOITATION:	
919,762	651,574	730,078	186,159-	74,767,065	BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLOITATION DES ENTREPRISES DE RADIODIF- FUSION, APRES IMPOTS SUR LE REVENU.	2
50,000	60,533-	31,682	26,105	3,667,260	BENEFICE NET (PERTE-) PROVENANT D'ACTIV- ITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
					DEPENSES NE NECESSITANT PAS DE MISE DE FONDS:	
742,923	825,059	498,201	261,628	29,512,700	DEPRECIATION ET AMORTISSEMENT	4
1,699	54,015	46,366	2,127	8,829,233	(COMPTABILISE).	5
1,714,384	1,470,115	1,306,327	103,701	116,776,258	IMPOTS SUR LE REVENU DIFFERES	6
					TOTAL DES FONDS PROVENANT DE L'EX- PLOITATION.	
					AUTRES:	
1,496,317	592,802	72,642	218,357	54,123,405	AUGMENTATION DE LA DETTE A LONG TERME	7
10,665	0	180,550	66,093	9,925,071	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
					DIMINUTION DES IMMOBILISATIONS:	
37,185	20,346	16,649	10,211	3,408,596	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	9
18,600	66,863	14,957	86,430	1,664,539	(B) AUTRES QUE LA RADIODIFFUSION	10
427,164	117,243	27,805	0	17,771,986	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
66,026	309,208	403,129	81,502	9,169,834	AUTRES SOURCES DE FONDS	12
2,055,957	1,106,462	715,732	462,593	96,063,431	TOTAL DES AUTRES FONDS FOURNIS	13
3,770,341	2,576,577	2,022,059	566,294	212,839,689	TOTAL DES FONDS FOURNIS	14
					UTILISATION DES FONDS:	
					ADDITIONS AUX IMMOBILISATIONS:	
1,426,265	1,038,805	541,555	280,792	57,050,305	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
244,477	37,614	40,869	19,967	9,502,738	(B) AUTRES QUE LA RADIODIFFUSION	16
339,436	41,301	160,140	57,958	19,972,756	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES ..	17
98,150	16,320	43	0	834,780	DEPENSES DIFFEREES	18
					DIVIDENDES DECLARES:	
702,335	799,348	626,389	157,762	40,939,478	(A) ACTIONS ORDINAIRES	19
1,236	63,487	0	8,000	2,028,435	(B) ACTIONS PRIVILEGIEES	20
411,606	544,244	499,619	111,285	35,387,606	DIMINUTION DE LA DETTE A LONG TERME	21
0	103,047	0	4,300	4,076,891	RACHAT D'ACTIONS	22
220,518	133,737	103,449	103,495	15,238,990	AUTRES UTILISATIONS DES FONDS	23
3,444,023	2,777,903	1,972,064	743,559	185,031,979	TOTAL DES FONDS UTILISES	24
326,318	201,326-	49,995	177,265-	27,807,710	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
1,883,129	365,095-	649,135	42,099	69,062,806	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
2,209,447	566,421-	699,130	135,166-	96,870,516	FONDS DE ROULEMENT AU 31 AOÛT	27

TABLE 10. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1979

	GROUP 1 — GROUPE 1	GROUP 2 — GROUPE 2	GROUP 3 — GROUPE 3	GROUP 4 — GROUPE 4	GROUP 5 — GROUPE 5	GROUP 6 — GROUPE 6
NO.						
1 REPORTING UNITS	35	36	36	35	36	36
			DOLLARS			
OPERATING REVENUE: REVENUE FROM SALE OF AIR TIME:						
2 LOCAL TIME SALES	90,972,791	46,222,759	31,555,988	23,644,212	19,707,689	16,015,825
3 NATIONAL TIME SALES	52,786,960	15,750,579	7,982,587	6,237,227	3,650,744	2,790,889
4 NETWORK TIME SALES	428,587	0	7,539	177,420	435	0
5 TOTAL REVENUE FROM SALES OF AIR TIME.	144,188,338	61,973,338	39,546,114	30,058,859	23,358,868	18,806,714
PRODUCTION AND OTHER REVENUE:						
6 SYNDICATION REVENUE	0	12,605-	1,875	0	21,669	0
7 PRODUCTION REVENUE	752,989	417,380	209,902	74,969	71,397	96,505
8 OTHER REVENUE	515,633	258,003	1,337,766	105,290	337,140	90,689
9 TOTAL PRODUCTION AND OTHER REVENUE.	1,268,622	662,778	1,549,543	180,259	430,206	187,194
10 TOTAL OPERATING REV- ENUE.	145,456,960	62,636,116	41,095,657	30,239,118	23,789,074	18,993,908
DEPARTMENTAL EXPENSES:						
11 PROGRAM	36,290,889	19,995,455	12,603,053	9,836,954	7,379,674	6,221,457
12 TECHNICAL	4,634,365	2,640,080	1,972,550	1,619,645	1,220,367	1,116,442
13 SALES AND PROMOTION	29,371,916	14,161,609	8,525,482	5,841,754	4,528,312	3,623,908
14 ADMINISTRATION AND GENERAL .	34,904,700	17,928,046	12,817,633	9,435,858	8,312,570	6,622,198
15 SUB-TOTAL, DEPARTMENTAL EXPENSES.	105,201,870	54,725,190	35,918,718	26,734,211	21,440,923	17,584,005
16 DEPRECIATION	3,043,772	1,837,032	1,275,000	1,149,529	924,763	922,204
17 INTEREST EXPENSE	4,776,445	698,076	1,104,649	905,340	736,466	779,744
18 OTHER ADJUSTMENTS - INCOME (EXPENSE-).	1,050,060	654,977	677,044	533,000	113,831	356,159
19 NET PROFIT (LOSS-) BEFORE IN- COME TAXES.	33,484,933	6,030,795	3,474,334	1,983,038	800,753	64,114
20 PROVISION FOR INCOME TAXES ...	15,101,309	2,935,600	1,275,828	764,476	718,731	263,135
21 NET PROFIT (LOSS-) AFTER IN- COME TAXES.	18,383,624	3,095,195	2,198,506	1,218,562	82,022	199,021-
22 SALARIES AND BENEFITS INCLUDED IN EXPENSES.	52,667,235	29,395,276	20,270,392	15,596,779	12,431,162	10,448,596
23 AVERAGE NUMBER OF EMPLOYEES ..	2,141	1,566	1,194	1,002	822	739

TABLEAU 10. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR TRANCHE DE RECETTES, 1979

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		
						NO
35	36	36	35	356	UNITES DECLARANTES	1
					DOLLARS	
					RECETTES D'EXPLOITATION: RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
11,827,448	8,584,265	5,415,558	2,099,083	256,045,618	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
2,679,504	1,651,849	863,579	411,685	94,805,603	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
762	57,505	735	4,318	677,301	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
14,507,714	10,293,619	6,279,872	2,515,086	351,528,522	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
					RECETTES DE PRODUCTION ET AUTRES RECETTES:	
0	0	0	0	10,939	VENTES DE DROITS DE DIFFUSION	6
9,659	33,415	15,944	999	1,683,159	RECETTES DE PRODUCTION	7
101,033	94,134	115,202	6,125	2,961,015	AUTRES RECETTES	8
110,692	127,549	131,146	7,124	4,655,113	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
14,618,406	10,421,168	6,411,018	2,522,210	356,183,635	TOTAL RECETTES D'EXPLOITATION	10
					DEPENSES INTERNES:	
5,051,857	3,417,259	3,394,641	1,750,696	105,941,935	EMISSIONS	11
899,518	588,006	460,033	430,992	15,581,998	SERVICES TECHNIQUES	12
2,918,203	2,062,889	1,560,931	687,366	73,282,370	VENTES ET PROMOTION	13
5,203,077	3,920,302	2,160,621	1,201,142	102,506,147	ADMINISTRATION ET FRAIS GENERAUX	14
14,072,655	9,988,456	7,576,226	4,070,196	297,312,450	TOTAL PARTIEL, DEPENSES INTERNES	15
577,625	398,216	492,076	352,024	10,972,241	AMORTISSEMENT	16
776,517	291,603	468,268	841,428	11,378,536	INTERETS VERSES	17
2,559-	53,934	23,340	2,702,616	6,162,402	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
810,950-	203,173-	2,102,212-	38,822-	42,682,810	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
60,255	53,598	27,322-	258,307-	20,887,303	PROVISION POUR IMPOTS SUR LE REVENU	20
871,205-	256,771-	2,074,890-	219,485	21,795,507	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
8,036,875	5,495,619	4,339,241	2,024,024	160,705,199	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
604	459	361	181	9,069	EFFECTIFS MOYENS	23

TABLE 11A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1979 (HISTORICAL COST)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	4,809,307	1,453,885	926,389	931,541	507,404
2 LAND IMPROVEMENTS AND BUILDINGS	7,193,563	3,838,774	2,640,647	3,582,584	2,226,864
3 TOWER AND ANTENNA SYSTEM	5,464,739	2,726,385	2,415,143	1,873,550	1,232,197
4 TRANSMITTER EQUIPMENT	13,607,988	7,978,520	4,390,011	4,304,403	4,144,328
5 STUDIO AND TECHNICAL EQUIPMENT	11,974,306	8,979,956	4,883,715	4,198,933	3,114,991
6 MOBILE EQUIPMENT	144,961	203,804	86,453	198,508	30,165
7 AUTOMOBILES AND TRUCKS	1,328,836	628,598	428,968	336,102	394,975
8 FURNITURE AND FIXTURES	3,701,196	2,119,777	1,291,535	1,188,482	1,044,036
9 OTHER PROPERTY, PLANT AND EQUIPMENT	1,173,513	181,970	109,828	49,629	395,108
10 LEASEHOLD IMPROVEMENTS	3,364,851	1,182,283	925,730	825,699	743,168
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	52,763,260	29,293,952	18,098,419	17,489,431	13,833,236

TABLE 11B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1979 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	2,776,854	1,412,859	741,088	1,343,138	1,017,531
2 LAND IMPROVEMENTS AND BUILDINGS	3,011,792	1,309,226	1,173,954	984,332	513,361
4 TRANSMITTER EQUIPMENT	7,605,280	4,552,820	2,479,987	2,388,891	2,460,137
5 STUDIO AND TECHNICAL EQUIPMENT	7,274,691	6,084,540	2,841,027	2,574,005	1,924,038
6 MOBILE EQUIPMENT	67,812	153,072	55,238	69,315	16,528
7 AUTOMOBILES AND TRUCKS	651,068	329,047	209,151	161,990	214,147
8 FURNITURE AND FIXTURES	2,383,906	1,323,931	744,466	720,878	617,935
9 OTHER PROPERTY, PLANT AND EQUIPMENT	715,104	52,506	57,169	21,591	103,531
10 LEASEHOLD IMPROVEMENTS	2,222,672	561,450	373,802	401,535	258,268
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	26,709,179	15,779,451	8,675,882	8,665,675	7,125,476

TABLE 11C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1979 (NET VALUE)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	4,809,307	1,453,885	926,389	931,541	507,404
2 LAND IMPROVEMENTS AND BUILDINGS	4,416,709	2,425,915	1,899,559	2,239,446	1,209,333
3 TOWER AND ANTENNA SYSTEM	2,452,947	1,417,159	1,241,189	889,218	718,836
4 TRANSMITTER EQUIPMENT	6,002,708	3,425,700	1,910,024	1,915,512	1,684,191
5 STUDIO AND TECHNICAL EQUIPMENT	4,699,615	2,895,416	2,042,688	1,624,928	1,190,953
6 MOBILE EQUIPMENT	77,149	50,732	31,215	129,193	13,637
7 AUTOMOBILES AND TRUCKS	677,768	299,551	219,817	174,112	180,828
8 FURNITURE AND FIXTURES	1,317,290	795,846	547,069	467,604	426,101
9 OTHER PROPERTY, PLANT AND EQUIPMENT	458,409	129,464	52,659	28,038	291,577
10 LEASEHOLD IMPROVEMENTS	1,142,179	620,833	551,928	424,164	484,900
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	26,054,081	13,514,501	9,422,537	8,823,756	6,707,760

TABLEAU 11A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION, PAR TRANCHE DE RECETTES, 1979 (COUT D'ORIGINE)

GROUP 6 — GROUPE 6	GROUP 7 — GROUPE 7	GROUP 8 — GROUPE 8	GROUP 9 — GROUPE 9	GROUP 10 — GROUPE 10	TOTAL		NO
DOLLARS							
706,800	650,029	165,909	257,083	293,035	10,701,382	TERRAINS	1
2,136,314	1,306,821	635,694	622,268	281,476	24,465,005	AMELIORATIONS FONCIERES ET BATIMENTS.	2
1,731,039	886,903	705,384	612,018	805,570	18,452,928	INSTALLATIONS DE PYLONES ET D'ANTENNES.	3
4,171,115	2,526,779	2,038,798	1,756,366	1,229,143	46,147,451	MATERIEL EMETTEUR	4
3,223,340	2,522,157	1,505,183	1,169,444	1,084,371	42,656,396	MATERIEL TECHNIQUE ET DE STUDIO.	5
20,954	35,121	4,448	35,817	0	760,231	CARS DE REPORTAGE	6
242,005	212,602	167,441	54,254	23,117	3,816,898	VOITURES ET CAMIONS	7
760,271	565,632	307,331	178,021	207,579	11,363,860	MEUBLES ET ARTICLES D'AMEUBLEMENT.	8
63,363	103,235	16,013	12,943	2,581	2,108,183	AUTRES IMMOBILISATIONS CORP-ORELLES.	9
351,562	318,370	353,258	199,150	282,980	8,547,051	AMELIORATIONS LOCATIVES	10
13,406,763	9,127,649	5,899,459	4,897,364	4,209,852	169,019,385	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION, PAR TRANCHE DE RECETTES, 1979 (AMORTISSEMENT NORMALISE ACCUMULE)

GROUP 6 — GROUPE 6	GROUP 7 — GROUPE 7	GROUP 8 — GROUPE 8	GROUP 9 — GROUPE 9	GROUP 10 — GROUPE 10	TOTAL		NO
DOLLARS							
996,880	425,003	249,348	188,900	97,272	9,248,873	TERRAINS	1
1,040,643	344,903	358,711	160,342	173,060	9,070,324	AMELIORATIONS FONCIERES ET BATIMENTS.	2
2,268,558	1,335,403	1,068,404	752,231	324,443	25,236,154	INSTALLATIONS DE PYLONES ET D'ANTENNES.	3
2,193,518	1,281,352	919,680	465,369	349,441	25,907,661	MATERIEL EMETTEUR	4
13,275	20,568	3,591	15,803	0	415,202	MATERIEL TECHNIQUE ET DE STUDIO.	5
100,398	88,934	78,094	36,361	6,608	1,875,798	CARS DE REPORTAGE	6
495,292	339,799	162,908	89,967	82,540	6,961,622	VOITURES ET CAMIONS	7
28,246	48,061	14,805	8,790	508	1,050,311	MEUBLES ET ARTICLES D'AMEUBLEMENT.	8
152,109	133,153	149,934	46,055	67,100	4,366,078	AUTRES IMMOBILISATIONS CORP-ORELLES.	9
7,288,919	4,017,176	3,005,475	1,763,818	1,100,972	84,132,023	AMELIORATIONS LOCATIVES	10
						TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION, PAR TRANCHE DE RECETTES, 1979 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

GROUP 6 — GROUPE 6	GROUP 7 — GROUPE 7	GROUP 8 — GROUPE 8	GROUP 9 — GROUPE 9	GROUP 10 — GROUPE 10	TOTAL		NO
DOLLARS							
706,800	650,029	165,909	257,083	293,035	10,701,382	TERRAINS	1
1,139,434	881,818	386,346	433,368	184,204	15,216,132	AMELIORATIONS FONCIERES ET BATIMENTS.	2
690,396	542,000	346,673	451,676	632,510	9,382,604	INSTALLATIONS DE PYLONES ET D'ANTENNES.	3
1,902,557	1,191,376	970,394	1,004,135	904,700	20,911,297	MATERIEL EMETTEUR	4
1,029,822	1,240,805	585,503	704,075	734,930	16,748,735	MATERIEL TECHNIQUE ET DE STUDIO.	5
7,679	14,553	857	20,014	0	345,029	CARS DE REPORTAGE	6
141,607	123,668	89,347	17,893	16,509	1,941,100	VOITURES ET CAMIONS	7
264,979	225,833	144,423	88,054	125,039	4,402,238	MEUBLES ET ARTICLES D'AMEUBLEMENT.	8
35,117	55,174	1,208	4,153	2,073	1,057,872	AUTRES IMMOBILISATIONS CORP-ORELLES.	9
199,453	185,217	203,324	153,095	215,880	4,180,973	AMELIORATIONS LOCATIVES	10
6,117,844	5,110,473	2,893,984	3,133,546	3,108,880	84,887,362	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 12. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1979

NO.		GROUP 1	GROUP 2	GROUP 3
		GROUPE 1	GROUPE 2	GROUPE 3
1	REPORTING UNITS	18	19	18
			DOLLARS	
	OPERATING REVENUE:			
	REVENUE FROM SALE OF AIR TIME:			
2	LOCAL TIME SALES	71,037,293	25,909,307	17,949,823
3	NATIONAL TIME SALES	205,122,335	28,655,201	15,199,987
4	NETWORK TIME SALES	27,706,077	31,223,591	3,859,683
5	TOTAL REVENUE FROM SALE OF AIR TIME	303,865,705	85,788,099	37,009,493
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE	2,883,135	0	46,757
7	PRODUCTION REVENUE	22,864,809	1,630,101	798,684
8	OTHER REVENUE	1,703,016	930,641	1,046,321
9	TOTAL PRODUCTION AND OTHER REVENUE	27,450,960	2,560,742	1,891,762
10	TOTAL OPERATING REVENUE	331,316,665	88,348,841	38,901,255
	DEPARTMENTAL EXPENSES:			
11	PROGRAM	151,381,332	42,703,828	10,430,524
12	TECHNICAL	20,103,827	7,467,590	3,601,495
13	SALES AND PROMOTION	29,171,283	8,837,984	5,791,855
14	ADMINISTRATION AND GENERAL	49,500,246	14,460,536	8,442,346
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	250,156,688	73,469,938	28,266,220
16	DEPRECIATION	10,628,858	2,844,884	2,335,642
17	INTEREST EXPENSE	6,767,495	1,596,789	1,578,694
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	9,690,971	2,668,509	2,036,678
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	73,454,595	13,105,739	8,757,377
20	PROVISION FOR INCOME TAXES	33,184,743	5,506,803	3,592,404
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	40,269,852	7,598,936	5,164,973
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	84,216,473	24,837,018	13,576,662
23	AVERAGE NUMBER OF EMPLOYEES	3,801	1,340	827

TABLEAU 12. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR TRANCHE DE RECETTES, 1979

GROUP 4 - GROUPE 4	TOTAL				
					NO
18		73	UNITES DECLARANTES		1
DOLLARS					
			RECETTES D'EXPLOITATION:		
6,526,726	121,423,149		RECETTES DE LA VENTE DE TEMPS D'ANTENNE:		
4,927,008	253,904,531		VENTES DE TEMPS D'ANTENNE (LOCAL)	2	
2,043,677	64,833,028		VENTES DE TEMPS D'ANTENNE (NATIONAL)	3	
			VENTES DE TEMPS D'ANTENNE (RESEAU)	4	
13,497,411	440,160,708		TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5	
			RECETTES DE PRODUCTION ET AUTRES RECETTES:		
0	2,929,892		VENTES DE DROITS DE DIFFUSION	6	
339,930	25,633,524		RECETTES DE PRODUCTION	7	
136,765	3,816,743		AUTRES RECETTES	8	
476,695	32,380,159		TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9	
13,974,106	472,540,867		TOTAL, RECETTES D'EXPLOITATION	10	
			DEPENSES INTERNES:		
4,615,596	209,131,280		EMISSIONS	11	
1,460,181	32,633,093		SERVICES TECHNIQUES	12	
1,959,744	45,760,866		VENTES ET PROMOTION	13	
4,092,730	76,495,858		ADMINISTRATION ET FRAIS GENERAUX	14	
12,128,251	364,021,097		TOTAL PARTIEL, DEPENSES INTERNES	15	
1,248,379	17,057,763		AMORTISSEMENT	16	
799,872	10,742,850		INTERETS VERSES	17	
653,396	15,049,554		AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18	
451,000	95,768,711		BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19	
513,203	42,797,153		PROVISION POUR IMPOTS SUR LE REVENU	20	
62,203-	52,971,558		BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21	
6,026,312	128,656,465		REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES	22	
397	6,365		EFFECTIFS MOYENS	23	

TABLE 13A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY,
BY REVENUE GROUP, 1979 (HISTORICAL COST)

TABLEAU 13A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1979 (COUT D'ORIGINE)

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS	4,053,608	686,045	403,351	165,404	5,308,408
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	51,106,149	6,539,912	4,777,660	1,402,728	63,826,449
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	7,647,191	6,057,099	4,204,423	1,009,957	18,918,670
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	16,024,886	9,524,248	7,356,005	4,810,387	37,715,526
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	76,733,764	17,637,482	15,978,342	8,166,773	118,516,359
MOBILE EQUIPMENT - CARS DE REPORTAGE	6,466,199	530,582	355,698	44,265	7,396,744
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	853,638	645,247	384,360	279,613	2,162,858
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	7,398,249	1,841,337	1,173,443	553,326	10,966,355
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	17,089,059	355,543	235,212	39,546	17,719,360
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES . PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	3,747,029	894,695	619,337	184,730	5,445,791
	191,119,772	44,712,190	35,487,829	16,656,729	287,976,520

TABLE 13B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1979 (ACCUMULATED STANDARDIZED DEPRECIATION)

TABLEAU 13B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION,
PAR TRANCHE DE RECETTES, 1979 (AMORTISSEMENT NORMALISE ACCUMULE)

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	TOTAL
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	
			DOLLARS		
LAND - TERRAINS
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS					
FONCIERES ET BATIMENTS	15,900,182	3,512,802	2,188,299	542,266	22,143,549
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE					
PYLONES ET D'ANTENNES	4,515,288	2,852,362	2,928,382	681,502	10,977,534
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	8,575,110	5,254,417	3,718,570	2,715,442	20,263,539
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH-					
NIQUE ET DE STUDIO	47,455,483	10,479,776	10,404,104	3,805,078	72,144,441
MOBILE EQUIPMENT - CARS DE REPORTAGE	4,074,593	300,495	140,897	6,883	4,522,868
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	510,381	347,575	205,976	135,290	1,199,222
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES					
D'AMEUBLEMENT	3,832,729	1,002,394	746,112	261,880	5,843,115
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES					
IMMOBILISATIONS CORPORELLES	8,731,599	117,695	154,094	20,968	9,024,356
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES	1,920,939	520,738	146,729	93,635	2,682,041
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS,					
BATIMENTS, INSTALLATIONS ET MATERIEL	95,516,304	24,388,254	20,633,163	8,262,944	148,800,666

TABLE 13C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY,
BY REVENUE GROUP, 1979 (NET VALUE)

TABLEAU 13C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION,
PAR TRANCHE DE RECETTES, 1979 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS	4,053,608	686,045	403,351	165,404	5,308,408
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	35,205,967	3,027,110	2,589,361	860,462	41,682,900
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES	3,131,903	3,204,737	1,276,041	328,455	7,941,136
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	7,449,776	4,269,831	3,637,435	2,094,945	17,451,987
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	29,278,281	7,157,706	5,574,236	4,361,695	46,371,918
MOBILE EQUIPMENT - CARS DE REPORTAGE	2,391,606	230,087	214,801	37,382	2,873,876
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS	343,257	297,672	178,384	144,323	963,636
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	3,565,520	838,943	427,331	291,446	5,123,240
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES	8,357,460	237,848	81,118	18,578	8,695,004
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	1,826,090	373,957	472,608	91,095	2,763,750
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	95,603,468	20,323,936	14,854,666	8,393,785	139,175,855

TABLE 14. INCOME STATEMENT FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, 1979

TABLEAU 14. ETAT DES REVENUS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, 1979

	RADIO	TELEVISION	TOTAL
	DOLLARS		
OPERATING INCOME (LOSS-) BEFORE UNDER NOTED ITEMS - BENEFICE D'EXPLOITATION (PERTE-) AVANT LES POSTES SUIVANTES.	58,871,185	108,519,770	167,390,955
DEPRECIATION (RECORDED IN ACCOUNTS) - AMORTISSEMENT (COMPTABILISE)	10,972,241	17,057,763	28,030,004
INTEREST EXPENSE - INTERETS VERSES	11,378,536	10,742,850	22,121,386
INVESTMENT AND INTEREST INCOME - IMMOBILISATION ET D'INTERETS PERCUS	5,011,730	5,780,361	10,792,091
INCIDENTAL BROADCASTING INCOME - RECETTES ACCESSOIRES DE RADIODIFFUSION	1,082,199	5,511,007	6,593,206
ADJUSTMENT OF PRIOR YEARS INCOME - REDRESSEMENT DU REVENU DES ANNEES PRECEDENTES.	3,030	17,281	20,311
AMORTIZATION OF ORGANIZATION AND START UP EXPENSE - AMORTISSEMENT DES FRAIS D'ETABLISSEMENT ET DE MISE EN MARCHÉ.	604,099	97,912-	506,187
NET OPERATING PROFIT (LOSS-) - BENEFICE NET D'EXPLOITATION (PERTE-)	42,013,268	92,125,718	134,138,986
AMORTIZATION OF GOODWILL - AMORTISSEMENT DE L'ACHALANDAGE	336,827	236,433	573,260
GAIN (LOSS-) FROM SALE OF FIXED ASSETS, INVESTMENTS, ETC. - GAINS (PERTES-) SUR VENTE D'IMMOBILISATIONS.	1,006,369	3,879,426	4,885,795
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE (PERTE-) AVANT IMPOTS SUR LE REVENU.	42,682,810	95,768,711	138,451,521
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	20,887,303	42,797,153	63,684,456
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21,795,507	52,971,558	74,767,065

TABLE 15. SALARIES, WAGES AND FRINGE BENEFITS, AND EMPLOYEE STATISTICS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, BY STAFF CATEGORIES, 1979

TABLEAU 15. REMUNERATIONS ET AVANTAGES SOCIAUX, ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR CATEGORIE DE PERSONNEL, 1979

	TOTAL REMUNERATION(1) REMUNERATIONS TOTALES(1)			AVERAGE NUMBER OF EMPLOYEES EFFECTIFS MOYENS		
	PRIVATE STATIONS STATIONS PRIVEES	CBC RADIO-CANADA	TOTAL	PRIVATE STATIONS STATIONS PRIVEES	CBC RADIO-CANADA	TOTAL
	DOLLARS			NUMBER - NOMBRE		
PROGRAM - EMISSIONS	148,916,632	216,705,000	365,621,632	9,057	8,226	17,283
TECHNICAL - SERVICES TECHNIQUES	25,069,260	17,956,000	43,025,260	1,388	649	2,037
SALES AND PROMOTION - VENTES ET PROMOTION	59,702,460	13,017,000	72,719,460	2,370	514	2,884
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	54,066,485	96,559,000	150,625,485	2,619	2,852	5,471
DIRECTORS' FEES - JETONS DE PRESENCE DES ADMINISTRATEURS	1,606,827	22,000	1,628,827
TOTAL	289,361,664	344,259,000	633,620,664	15,434	12,241	27,675

(1) REPRESENTS GROSS PAYROLLS WHICH INCLUDES ALL MONIES PAID TO THE EMPLOYEES BEFORE ANY DEDUCTIONS. - REMUNERATIONS BRUTES, SOIT TOUTES LES SOMMES VERSEES AUX SALARIES AVANT TOUTE DEDUCTION.

GLOSSARY OF TERMS

AM. Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local. Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national. Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate. A station which is paid to broadcast at stated times programs of a given network.

Broadcasting. Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence. A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking. Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year. The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB (The Canadian Association of Broadcasters). L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC (Canadian Broadcasting Corporation). A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC (Canadian Radio-television and Telecommunications Commission). Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

GLOSSAIRE DES TERMES

MA. Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535-1650 kHz.

Publicité locale. Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale. Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée. Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion. Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion. Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion. Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion. Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters). L'Association canadienne des radiodiffuseurs - Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada. Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la radiodiffusion et des télécommunications canadiennes). Établie en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited). A national television network service comprising a group of privately owned television stations.

Call sign. A broadcasting station identification assigned by the Canadian Radio-television and Telecommunications Commission, consisting of a combination of letters and when applicable numerals.

Channel. A frequency in the radio spectrum assigned to a radio or television station.

Classification of Survey Universe(1)

Business organization. This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit. This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

a single radio station operating independently,
a combination of radio stations (AM/FM),
a single or originating television station operating independently,
an originating television station operating in conjunction with a number of rebroadcasting stations or,
a regional television network such as Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

- (1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

CTV (CTV Television Network Limited). Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif. Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicateur d'une station est fixé par le Conseil de la radiodiffusion et des télécommunications canadiennes.

Canal. Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification de l'univers de l'enquête(1)

Entreprise commerciale. Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante. La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

une seule station de radio indépendante,
une combinaison de stations de radio MA/FM,
une station indépendante de télévision unique ou émettrice,
une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
un réseau régional de télévision comme Global Communications Limited.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

- (1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

Broadcasting station. A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

DOC. Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

FM. Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence. See "Broadcasting Licence".

Licensee. A person or company licensed by the Canadian Radio-television and Telecommunications Commission to carry on a broadcasting undertaking.

National sales representative. The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network. An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate. To broadcast a radio or television program from a specific location.

Program. Presentation in sound and/or image, by broadcast stations.

Radio. Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue. All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits. This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus

Station de radiodiffusion. Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC. Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

MF. Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision.

Licence. Voir "Radiodiffusion".

Titulaire de licence. Personne détentrice d'une licence délivrée par le Conseil de la radio-diffusion et des télécommunications canadiennes et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national. Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau. Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir. Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission. Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio. Toute transmission, émission ou réception de codes, signaux, textes, images sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes. Toutes les recettes de radio-diffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux. Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au

arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

SW. Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting. A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada. A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA Television Network. An independent French language network consisting of nine television stations.

Telecast. A television broadcast.

Telecommunication. Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television. A system of telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel. A frequency in the radio spectrum assigned to a television station.

personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

OC. En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur. Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada. Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

La réseau de télévision TVA. Réseau français indépendant composé de neuf station de télévision.

Télédiffusion. Transmissions d'une émission de télévision.

Télécommunication. Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision. Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision. Bande de fréquences assignée à une station de télévision.

SELECTED PUBLICATIONS

The following are some other reports published by the transportation and communications division dealing with communications.

Catalogue

- 56-001 Communications - Service Bulletin, O., Bil.
- 56-002 Telephone Statistics, M., Bil.
- 56-003 Radio Broadcasting, M., Bil.
- 56-201 Telecommunications, A., Bil.
- 56-202 Telephone Statistics - Preliminary Report on Large Telephone Systems, A., Bil.
- 56-203 Telephone Statistics, A., Bil.
- 56-204 Radio and Television Broadcasting, A., Bil.
- 56-205 Cable Television, A., Bil.

A. - Annual O. - Occasional Bil. - Bilingual

In addition to the selected publications listed above, Statistics Canada publishes a wide range of statistical reports on Canadian economic and social affairs. A comprehensive catalogue of all current publications is available free on request from Statistics Canada, Ottawa (Canada), K1A 0T6.

CHOIX DE PUBLICATIONS

Voici quelques uns des rapports publiés par la division des transports et des communications traitant des communications.

Catalogue

- 56-001 Communications - Bulletin de service, HS., Bil.
- 56-002 Statistique des téléphones, M., Bil.
- 56-003 Radiodiffusion, M., Bil.
- 56-201 Télécommunications, A., Bil.
- 56-202 Statistique des téléphones - Bulletin préliminaire sur les grands réseaux téléphonique, A., Bil.
- 56-203 Statistique du téléphone, A., Bil.
- 56-204 Radio et télévision, A., Bil.
- 56-205 Télédistribution, A., Bil.

A. - Annuel HS. - Hors série Bil. - Bilingue

Outre les publications ci-dessus énumérées, Statistique Canada publie une grande variété de rapports statistiques sur le Canada tant dans le domaine économique que social. On peut se procurer gratuitement un catalogue complet des publications courantes à Statistique Canada, Ottawa (Canada), K1A 0T6.



DEPOSITORY LIBRARY MATERIAL

Radio and television broadcasting

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Communications Section,
Transportation and Communications
Division,

Statistics Canada, Ottawa, K1A 0V1 (telephone: 996-9271) or to a local Advisory Services office:

St. John's (Nfld.)	(737-4073)
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Division des transports et des communications,

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Statistics Canada
Transportation and Communications Division
Communications Section

Radio and television broadcasting

1980

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SYMBOLS

The following standard symbols are used in Statistics Canada publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- ^r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

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- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- ^r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

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Le glossaire des termes, qui figure à la fin de cette publication définit les termes qui ont un sens spécial ou technique	41
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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-television and Telecommunications Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year to year and related to other forms of communication. Data are compiled on the broadcasting year (the 12 month period from September 1 to August 31) from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the seventh year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's

INTRODUCTION

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année (période de 12 mois allant du 1^{er} septembre au 31 août) par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, **Global Communications Limited**, et sur deux réseaux nationaux, **CTV Television Network Limited** et **Radio-Canada (RC)**. La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la septième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une

books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle commune répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into 10 groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1980 and 1979:

Radio

Total operating revenues

1980(1)

Group

Groupe

1. Over \$2.3 million - Plus de \$2.3 millions
2. \$1.4-\$2.3 million - millions
3. \$1.0-\$1.4 million - millions
4. \$814,000-\$1.0 million - millions
5. \$629,000-\$814,000
6. \$507,000-\$629,000
7. \$382,000-\$507,000
8. \$258,000-\$382,000
9. \$134,000-\$258,000
10. Under \$134,000 - Moins de \$134,000

Television

Total operating revenues

1980(2)

Group

Groupe

1. Over \$9.0 million - Plus de \$9.0 millions
2. \$3.1-\$9.0 million - millions
3. \$1.7-\$3.1 million - millions
4. Under \$1.7 - Moins de \$1.7

(1) See Table 10.

(1) Voir le tableau 10.

(2) See Table 12.

(2) Voir le tableau 12.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en 10 groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1980 et 1979:

Radio

Recettes totales d'exploitation

1979

Group

Groupe

1. Over \$2.2 million - Plus de \$2.2 millions
2. \$1.3-\$2.2 million - millions
3. \$976,000-\$1.3 million - millions
4. \$756,000-\$976,000
5. \$589,000-\$756,000
6. \$473,000-\$589,000
7. \$357,000-\$473,000
8. \$241,000-\$357,000
9. \$131,000-\$241,000
10. Under \$131,000 - Moins de \$131,000

Télévision

Recettes totales d'exploitation

1979

Group

Groupe

1. Over \$7.6 million - Plus de \$7.6 millions
2. \$2.8-\$7.6 million - millions
3. \$1.5-\$2.8 million - millions
4. Under \$1.5 - Moins de \$1.5

Beginning in 1977 the Balance Sheet data for the radio and television broadcasting industry were separated into groups according to holdings of total assets. The group limits in dollars for Business Organizations' holdings of total assets as shown in their Balance Sheets for 1980 and 1979 are as follows:

Radio and Television

Total Assets

1980(1)

Group

Groupe

1. Over \$7.0 million - Plus de \$7.0 millions
2. \$2.7-\$7.0 million - millions
3. \$1.8-\$2.7 million - millions
4. \$986,000-\$1.8 million - millions
5. \$694,000-\$986,000
6. \$553,000-\$694,000
7. \$427,000-\$553,000
8. \$304,000-\$427,000
9. \$202,000-\$304,000
10. Under \$202,000 - Moins de \$202,000

(1) See Table 8.

(1) Voir tableau 8.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

À partir de 1977, les données du bilan des entreprises de radiodiffusion et de télévision ont été regroupées selon leur actif total. L'actif des entreprises, établi d'après leurs bilans de 1980 et 1979, permet de les classer dans les groupes suivants:

Radiodiffusion et télévision

Actif total

1979

Group

Groupe

1. Over \$5.1 million - Plus de \$5.1 millions
2. \$2.6-\$5.1 million - millions
3. \$1.5-\$2.6 million - millions
4. \$925,000-\$1.5 million - millions
5. \$627,000-\$925,000
6. \$523,000-\$627,000
7. \$410,000-\$523,000
8. \$276,000-\$410,000
9. \$171,000-\$276,000
10. Under \$171,000 - Moins de \$171,000

CTV Television Network Limited

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Canadian Broadcasting Corporation

Financial data of CBC, a Crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March.

TEXT TABLE I. Canadian Broadcasting Corporation

Operating Revenues

TABLEAU EXPLICATIF I. Radio-Canada

Recettes d'exploitation

	Radio	Television Télévision	Total
	thousands of dollars		
	milliers de dollars		
Local time sales - Ventes de temps d'antenne (local)	476	10,485	10,961
National time sales - Ventes de temps d'antenne (national)	54	39,530	39,584
Network time sales - Ventes de temps d'antenne (réseau)	- 2	50,360	50,358
Syndication and production - Droits de diffusion et services de production	-	-	-
Other - Autres	4	3,245	3,249
TOTAL	532	103,620	104,152

Note: Net of agency commissions and station payments.

Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Payment of principal and interest on loans from Canada due after March 31, 1974 has been deferred until such time as the Government of Canada seeks Parliamentary Authority to delete the assets which have been identified in the 1978 Public Accounts and be written off or to March 31, 1981 whichever is the earlier, in accordance with Order in Council P.C. 1979-1105.

Analysis

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1980 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates, but not

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars.

Les versements de principal et d'intérêt sur les prêts consentis par le Canada et venant à échéance après le 31 mars 1974 ont été reportés en vertu du décret C.P. 1979-1105 jusqu'à ce que le gouvernement du Canada demande l'autorisation du Parlement de radier les actifs identifiés pour radiation dans les comptes publics de 1978, ou sinon au plus tard jusqu'au 31 mars 1981.

Analyse

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1980. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec ses principales stations affiliées, mais non

counted as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas considérés comme stations de télévision.

TEXT TABLE II. Classification of Survey Universe

TABLEAU EXPLICATIF II. Classification de l'univers de l'enquête

	Radio	Television Télévision	Total
Business organizations - Entreprises commerciales	298
Reporting units - Unités déclarantes	381	75	456
Stations	492	69(1)	

(1) Originating stations.

(1) Stations émettrices.

Excluding CBC, Text Table III shows the number of radio stations included in the 1980 survey and their relation to the reporting units.

Le tableau explicatif III indique le nombre de stations de radio prises en compte dans l'enquête de 1980 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

TEXT TABLE III. Classification of Radio Universe

TABLEAU EXPLICATIF III. Classification de l'univers de la radio

	Reporting units Unités déclarantes	Stations
Single stations - Stations uniques	312	312
AM/FM combinations - Ensembles MA et MF	23	46
Other combinations of radio stations - Autres ensembles de stations de radiodiffusion	46	134
TOTAL	381	492

Radio and Television Broadcasting operating revenues increased from the previous year by 14.1%. Revenue from the sale of air time was \$1,002.3 million in 1980 compared to \$878.8 million in 1979. Total Revenue in 1980 was \$1,063.4 million compared to \$918.6 million in 1979 an increase of 15.8%.

Les recettes d'exploitation de la radio-diffusion et de télévision ont dépassé de 14.1% celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$1,002.3 millions en 1980 contre \$878.8 millions en 1979; les recettes totales en 1980 s'établissaient à \$1,063.4 millions et ont dépassé de 15.8% les \$918.6 millions enregistrés en 1979.

TEXT TABLE IV. Revenue from Sales of Air Time by Source and Sector

TABLEAU EXPLICATIF IV. Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television Télévision	Total	Per cent Pourcentage
	thousands of dollars - milliers de dollars			
Private stations - Stations privées	391,457	509,959	901,416	89.9
Canadian Broadcasting Corporation (CBC) - Radio-Canada (RC)	528	100,375	100,903	10.1
TOTAL	391,985	610,334	1,002,319	100.0
Per cent - Pourcentage	39.1	60.9	100.0	

Radio revenue from sale of air time increased 11.4% to \$392.0 million in 1980 from \$352.0 million in 1979. Television revenue from air time sales increased 15.9% to \$610.3 million in 1980 from \$526.8 million in 1979.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$352.0 millions en 1979 à \$392.0 millions en 1980 une augmentation de 11.4%. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 15.9%, passant de \$526.8 millions en 1979 à \$610.3 millions en 1980.

TEXT TABLE V. Air Time Sales by Type of Advertising and Source

TABLEAU EXPLICATIF V. Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television Télévision			
	Private	Canadian Broad- casting Corpo- ration	Total	Per cent	Private	Canadian Broad- casting Corpo- ration	Total	Per cent
	Privée	Radio- Canada		Pour- centage	Privée	Radio- Canada		Pour- centage
	thousands of dollars - milliers de dollars							
Local	286,685	476	287,161	73.3	140,924	10,485	151,409	24.8
National	103,941	54	103,995	26.5	290,161	39,530	329,691	54.0
Network - Réseau	831	- 2	829	0.2	78,874	50,360	129,234	21.2
TOTAL	391,457	528	391,985	100.0	509,959	100,375	610,334	100.0
Per cent - Pourcentage	99.9	0.1	100.0		83.6	16.4	100.0	

Note: Slight discrepancies in tables are due to rounding.

Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

TEXT TABLE VI. Air Time Sales by Type of Advertising

TABLEAU EXPLICATIF VI. Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television Télévision	Total	Per cent Pourcentage
	thousands of dollars - milliers de dollars			
Local	287,161	151,409	438,570	43.8
National	103,995	329,691	433,686	43.3
Network - Réseau	829	129,234	130,063	13.0
TOTAL	391,985	610,334	1,002,319	100.0

Local time sales increased from \$388.0 million in 1979 to \$439.0 million in 1980 or 13.1%. National time sales increased from \$382.2 million in 1979 to \$434.0 million in 1980 or 13.6% while network time sales increased 19.6% from \$108.7 million in 1979 to \$130.0 million in 1980.

Operating expenses in the industry totalled \$1,373.0 million in 1980 compared to \$1,250.9 million in 1979 an increase of 9.8%. Depreciation was \$64.7 million in 1980 compared to \$57.3 million in 1979 an increase of 12.9%. Interest expense was \$46.4 million compared to \$36.2 million in 1979; an increase of 28.2%. The net cost of CBC operations increased 0.6% to \$542.9 million in 1980 from \$539.9 million in 1979. In private broadcasting, additions to income from other operations were \$23.0 million in 1980, compared to \$21.2 million in 1979. The net profit before income taxes in 1980 was \$148.4 million compared to \$138.5 million in 1979, an increase of 7.1%. Provision for income taxes amounted to \$68.9 million in 1980 compared to \$63.7 million in 1979. The net profit from operations after provision for income taxes was \$79.6 million compared to \$74.8 million in 1979, an increase of 6.4%.

In 1980 there were, on average, 28,336 employees directly employed in broadcasting compared to 27,675 in 1979 an increase of 661 employees. Salaries, wages, director's fees and fringe benefits paid were \$665.3 million in 1980 compared to \$633.6 million in 1979 an increase of \$31.7 million.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$388.0 millions en 1979 à \$439.0 millions en 1980, ce qui représente une hausse de 13.1% pendant que les ventes au niveau national passaient de \$382.2 millions en 1979 à \$434.0 millions en 1980 (+ 13.6%) et que les ventes à l'échelle du réseau, qui étaient de \$108.7 millions en 1979 atteignaient \$130.0 millions en 1980 (+ 19.6%).

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$1,373.0 millions en 1980 en comparaison de \$1,250.9 millions en 1979, ce qui représente un gain de 9.8%. Les amortissements atteignaient \$64.7 millions en 1980, dépassant de 12.9% le chiffre de \$57.3 millions enregistré en 1979. Les intérêts atteignaient \$46.4 millions en 1980 dépassant de 28.2% le chiffre de \$36.2 millions en 1979. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$542.9 millions en 1980, soit une progression de 0.6% par rapport aux \$539.9 millions de 1979. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$23.0 millions en 1980 en comparaison de \$21.2 millions en 1979. Le bénéfice net avant impôts s'établissait à \$148.4 millions en 1980 contre \$138.5 millions en 1979, une augmentation de 7.1%. La provision pour impôts, qui était de \$68.9 millions en 1980, totalisait \$63.7 millions en 1979. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$79.6 millions en 1980 en comparaison de \$74.8 en 1979, ce qui représente un gain de 6.4%.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 28,336 en 1980, soit 661 de plus qu'en 1979. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$665.3 millions en 1980, dépassant de \$31.7 millions le chiffre de \$633.6 millions enregistré en 1979.

Statistical Tables

Tableaux statistiques

TABLE 1. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1980, 1979 AND 1978

TABLEAU 1. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1980, 1979 ET 1978

	1980		1979		1978	
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA
	DOLLARS					
OPERATING REVENUE - RECETTES D'EXPLOITATION:						
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL)	427,608,537	10,561,000	377,468,767	10,511,000	325,440,264	10,114,000
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL)	394,102,307	39,584,000	348,710,134	33,460,000	289,727,477	27,065,000
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) ...	79,705,199	50,358,000	65,510,329	43,177,000	58,115,793	36,768,000
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE .	901,416,043	100,903,000	791,689,230	87,148,000	673,283,534	73,947,000
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:						
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION	8,122,821	0	2,940,831	0	5,519,402	0
PRODUCTION REVENUE - RECETTES DE PRODUCTION	38,334,933	0	27,316,683	0	27,740,775	0
OTHER REVENUE - AUTRES RECETTES	11,356,074	3,249,000	6,777,758	2,688,000	5,867,439	1,628,000
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	57,813,828	3,249,000	37,035,272	2,688,000	39,127,616	1,628,000
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION	959,229,871	104,152,000	828,724,502	89,836,000	712,411,150	75,575,000
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:						
PROGRAM - EMISSIONS	374,291,003	346,629,000	315,073,215	345,891,000	267,743,395	306,426,000
TECHNICAL - SERVICES TECHNIQUES	55,149,211	87,447,000	48,215,091	69,916,000	42,470,250	60,025,000
SALES AND PROMOTION - VENTES ET PROMOTION	135,757,900	21,514,000	119,043,236	21,843,000	101,179,439	19,813,000
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	204,038,989	148,044,000	179,002,005	151,880,000	155,834,226	131,368,000
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES	769,227,103	603,634,000	661,333,547	589,530,000	567,227,310	517,632,000
DEPRECIATION - AMORTISSEMENT	22,141,577	22,566,000	28,030,004	29,302,000	25,259,815	28,228,000
INTEREST EXPENSE - INTERETS VERSES	32,383,010	14,053,000	22,121,386	14,053,000	14,952,739	14,053,000
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	22,976,613	3,249,000	21,211,956	3,162,000	13,624,332	1,708,000
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	148,444,794	...	138,451,521	...	118,595,614	...
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA	542,852,000	...	539,887,000	...	482,630,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	68,859,827	...	63,684,456	...	55,327,543	...
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	79,584,967	...	74,767,065	...	63,258,071	...
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS	16,232	12,104	15,434	12,241	14,618	12,233

TABLE 2. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1980

TABLEAU 2. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1980

	PRIVATE RADIO	STATIONS - TELEVISION	STATIONS PRIVEES TOTAL	CBC - RADIO-CANADA	TOTAL
			DOLLARS		
OPERATING REVENUE - RECETTES D'EXPLOITATION:					
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA					
VENTE DE TEMPS D'ANTENNE:					
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE					
(LOCAL)	286,684,812	140,923,725	427,608,537	10,961,000	438,569,537
NATIONAL TIME SALES - VENTES DE TEMPS					
D'ANTENNE (NATIONAL)	103,941,228	290,161,079	394,102,307	39,584,000	433,686,307
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE					
(RESEAU)	831,134	78,874,065	79,705,199	50,358,000	130,063,199
REVENUE FROM SALE OF AIR TIME - TOTAL -					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	391,457,174	509,958,869	901,416,043	100,903,000	1,002,319,043
PRODUCTION AND OTHER REVENUE - RECETTES DE					
PRODUCTION ET AUTRES RECETTES:					
SYNDICATION REVENUE - VENTES DE DROITS DE					
DIFFUSION	134,254	7,988,567	8,122,821	0	8,122,821
PRODUCTION REVENUE - RECETTES DE PRODUCTION ..	2,072,813	36,262,120	38,334,933	0	38,334,933
OTHER REVENUE - AUTRES RECETTES	3,529,348	7,826,726	11,356,074	3,249,000	14,605,074
PRODUCTION AND OTHER REVENUE - TOTAL -					
RECETTES DE PRODUCTION ET AUTRES RECETTES	5,736,415	52,077,413	57,813,828	3,249,000	61,062,828
OPERATING REVENUE - TOTAL - RECETTES					
D'EXPLOITATION	397,193,589	562,036,282	959,229,871	104,152,000	1,063,381,871
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:					
PROGRAM - EMISSIONS	119,103,936	255,187,067	374,291,003	346,629,000	720,920,003
TECHNICAL - SERVICES TECHNIQUES	17,629,242	37,519,969	55,149,211	87,447,000	142,596,211
SALES AND PROMOTION - VENTES ET PROMOTION	82,400,102	53,357,798	135,757,900	21,514,000	157,271,900
ADMINISTRATION AND GENERAL - ADMINISTRATION ET					
FRAIS GENERAUX	116,622,122	87,416,867	204,038,989	148,044,000	352,082,989
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL					
PARTIEL, DEPENSES INTERNES	335,755,402	433,481,701	769,237,103	603,634,000	1,372,871,103
DEPRECIATION - AMORTISSEMENT	12,392,970	19,748,607	32,141,577	32,566,000	64,707,577
INTEREST EXPENSE - INTERETS VERSES	15,393,597	16,989,413	32,383,010	14,053,000	46,436,010
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES					
REDRESSEMENTS - REVENU (DEPENSE-)	11,827,243	11,149,370	22,976,613	3,249,000	26,225,613
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE					
NET (PERTE-) AVANT IMPOTS SUR LE REVENU	45,478,863	102,965,931	148,444,794	...	148,444,794
NET COST OF CBC OPERATIONS - COUT NET					
D'EXPLOITATION DE RADIO-CANADA	542,852,000	542,852,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS					
SUR LE REVENU	21,620,700	47,239,127	68,859,827	...	68,859,827
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE					
NET (PERTE-) APRES IMPOTS SUR LE REVENU	23,858,163	55,726,804	79,584,967	...	79,584,967
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS ...	9,547	6,685	16,232	12,104	28,336

TABLE 3. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1980

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU-PRINCE- EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO	MANITOBA
1	BUSINESS ORGANIZATIONS	7	15	13	70	88	12
	ASSETS						
	CURRENT:						
2	CASH	74,717	1,057,701	316,854	7,765,351	6,826,397	7,624,276
3	SECURITIES	300,000	3,349,026	585,183	19,400,239	955,578	225,000
4	RECEIVABLES (NET)	2,832,733	5,398,782	3,366,428	42,867,422	70,083,654	9,704,681
5	INVENTORIES	131,212	94,988	13,154	2,579,294	15,970,737	19,862
6	PREPAID PROGRAM RIGHTS	341,344	11,015	102,858	9,925,920	15,342,844	1,370,932
7	OTHER	421,009	1,842,951	1,099,885	7,168,807	26,014,067	544,802
8	TOTAL CURRENT ASSETS	4,101,015	11,754,463	5,484,362	89,707,033	135,193,277	19,489,553
	INVESTMENTS AND ADVANCES:						
9	ASSOCIATED COMPANIES	C	3,012,885	917,487	8,343,073	70,896,304	1,059,091
10	OTHER	73,015	1,590	33,394	3,703,410	6,778,491	517,627
11	TOTAL INVESTMENTS AND ADVANCES	73,015	3,014,475	950,881	12,046,483	77,674,795	1,576,718
	FIXED ASSETS, BROADCASTING:						
12	LAND, PROPERTY AND EQUIPMENT	10,284,840	13,431,334	17,070,032	130,760,581	177,972,427	43,817,393
13	LESS: ACCUMULATED DEPRECIATION	5,572,215	7,464,215	11,789,487	48,986,266	93,561,147	20,237,936
14	NET FIXED ASSETS, BROADCASTING	4,712,625	5,967,119	5,280,545	81,774,315	84,411,280	23,579,457
15	NET FIXED ASSETS, NCN-BROADCASTING	48,336	104,591	35,177	823,636	5,923,603	157,823
16	INTANGIBLE ASSETS	20,036	116,409	234,496	29,999,946	27,318,677	751,212
17	OTHER ASSETS	15,915	615,975	73,536	5,065,767	38,131,797	12,757,939
18	TOTAL FIXED AND OTHER ASSETS	4,796,912	6,804,094	5,623,754	117,663,664	155,785,357	37,246,431
19	TOTAL NON-CURRENT ASSETS	4,869,927	9,818,569	6,574,635	129,710,147	233,460,152	38,823,149
20	TOTAL ASSETS	8,970,942	21,573,032	12,058,997	219,417,180	368,653,429	58,312,702
	LIABILITIES						
	CURRENT:						
21	BANK LOANS AND OVERDRAFTS	1,467,981	405,500	326,182	6,834,585	23,920,307	999,226
22	OTHER LOANS	0	125,000	0	2,514,200	6,683,513	1,865,000
23	ACCOUNTS PAYABLE AND ACCRUED	1,621,550	1,697,972	1,456,638	21,854,762	30,284,918	4,676,327
24	INCOME TAX PAYABLE	56,437	875,899	761,475	2,835,628	3,553,216	5,851,577
25	DIVIDENDS PAYABLE	0	0	0	1,059,397	154,000	517,928
26	FILM AND PROGRAM CONTRACTS PAYABLE ...	0	0	0	4,918,300	23,150,485	1,555,496
27	CURRENT PORTION LONG-TERM DEBT	140,358	45,660	326,369	3,208,340	12,009,752	472,673
28	OTHER	203,493	1,279,726	238,713	777,490	13,254,357	1,093,096
29	TOTAL CURRENT LIABILITIES	3,489,819	4,429,757	3,109,377	44,002,702	113,010,548	17,031,323
	NON-CURRENT LIABILITIES:						
	LONG-TERM DEBT:						
30	NOTES, MORTGAGES AND BONDS	1,218,854	688,436	2,947,910	44,548,598	46,174,661	1,696,495
31	OBLIGATIONS UNDER CAPITAL LEASES ...	31,733	0	87,196	74,002	3,474,015	0
32	DEBENTURES	0	624,470	497,923	23,567,986	39,191,091	3,441,000
33	LESS: CURRENT PORTION	140,358	45,660	326,369	3,208,340	12,009,752	472,673
34	TOTAL LONG-TERM DEBT	1,110,229	1,267,246	3,206,660	64,982,246	76,830,015	4,664,822
35	DEFERRED INCOME TAXES	144,455	93,789	47,916	9,530,510	12,293,997	4,233,013
36	OTHER LIABILITIES	1,149,948	1,234,750	484,985	5,280,210	32,251,192	2,299,054
37	TOTAL NON-CURRENT LIABILITIES	2,404,632	2,595,785	3,739,561	79,792,966	121,375,204	11,196,889
38	TOTAL LIABILITIES	5,894,451	7,025,542	6,848,938	123,795,668	234,385,752	28,228,212
	SHAREHOLDERS' EQUITY:						
	SHARE CAPITAL ISSUED:						
39	PREFERRED	80,750	72,770	236,250	13,238,112	30,516,605	423,150
40	COMMON	277,755	480,580	235,548	5,562,132	27,833,904	4,412,111
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT END OF YEAR.	2,717,986	12,564,363	4,726,051	78,965,105	70,345,353	25,249,229
42	OTHER SURPLUS	0	1,429,777	12,210	2,143,837-	5,571,815	0
43	TOTAL SHAREHOLDERS' EQUITY	3,076,491	14,547,490	5,210,059	95,621,512	134,267,677	30,084,490
44	TOTAL LIABILITIES AND EQUITY ...	8,970,942	21,573,032	12,058,997	219,417,180	368,653,429	58,312,702

NOTE: LINE 40, CBC, REPRESENTS THE EQUITY OF THE GOVERNMENT OF CANADA IN THE CBC.

TABEAU 3. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1980

SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLUMBIE-BRITANNIQUE ET YUKON	SUB-TOTAL PRIVATE STATIONS - TOTAL PARTIEL, STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL, PRIVATE STATIONS AND CBC - TOTAL, STATIONS PRIVEES ET RADIO-CANADA	NO
17	28	48	298	1	299	ENTREPRISES 1
DOLLARS						ACTIF
489,694	992,183	1,335,439	26,482,612	3,915,000	30,397,612	DISPONIBILITES:
377,429	7,977,837	621,814	33,792,106	9,938,000	43,730,106	ENCAISSE 2
5,562,420	19,948,541	17,065,576	176,830,237	29,112,000	205,942,237	VALEURS MOBILIERES 3
276,774	1,054,725	1,275,191	21,415,937	69,349,000	90,764,937	DEBITEURS (NETS) 4
125,118	5,408,061	6,022,777	38,650,869	16,258,000	54,908,869	STOCKS 5
381,148	4,374,404	3,065,148	44,912,221	2,882,000	47,794,221	DROITS DE PROGRAMMATION PAYES D'AVANCE 6
						AUTRES 7
7,212,583	39,755,751	29,385,945	342,083,982	131,454,000	473,537,982	TOTAL, DISPONIBILITES 8
2,805,431	15,965,616	8,391,424	111,391,311	352,000	111,743,311	PLACEMENTS ET AVANCES:
637,117	1,382,084	917,977	14,044,705	0	14,044,705	SOCIETES AFFILIEES 9
						AUTRES 10
3,442,548	17,347,700	9,309,401	125,436,016	352,000	125,788,016	TOTAL PLACEMENTS ET AVANCES 11
25,010,633	50,025,005	50,830,617	519,202,862	624,024,000	1,143,226,862	IMMOBILISATIONS, RADIODIFFUSION:
11,971,213	23,336,905	25,879,838	248,799,222	245,657,000	494,456,222	TERRAINS, BIENS ET MATERIEL 12
						MOINS: AMORTISSEMENT ACCUMULE 13
13,039,420	26,688,100	24,950,779	270,403,640	378,367,000	648,770,640	IMMOBILISATIONS NETTES, RADIODIFFUSION ... 14
0	1,022,280	2,550,131	10,665,577	0	10,665,577	IMMOBILISATIONS NETTES, NON DE RADIO- 15
						DIFFUSION.
1,049,515	9,770,809	6,174,752	75,435,852	0	75,435,852	IMMOBILISATIONS INCORPORELLES 16
5,542	4,620,443	2,506,385	63,793,299	0	63,793,299	AUTRES ELEMENTS D'ACTIF 17
14,094,477	42,101,632	36,182,047	420,298,368	378,367,000	798,665,368	TOTAL, IMMOBILISATIONS ET AUTRES 18
17,537,025	59,449,332	45,491,448	545,734,384	378,719,000	924,453,384	ELEMENTS D'ACTIF.
						TOTAL, ACTIF NON DISPONIBLE 19
24,749,608	99,205,083	74,877,393	887,818,366	510,173,000	1,397,991,366	TOTAL, ACTIF 20
						PASSIF
1,651,149	7,245,535	8,186,440	51,036,905	0	51,036,905	EXIGIBILITES:
222,703	880,000	1,530,469	13,820,885	0	13,820,885	EMPRUNTS ET DECOUVERTS BANCAIRES 21
2,226,025	9,954,840	10,463,012	84,236,044	46,753,000	130,989,044	AUTRES EMPRUNTS 22
626,786	4,470,144	1,346,648	20,377,810	0	20,377,810	CREDITEURS ET ELEMENTS COURUS 23
0	451,813	1,074,792	3,257,930	0	3,257,930	IMPOTS SUR LE REVENU A PAYER 24
46,277	3,677,941	1,707,297	35,055,796	0	35,055,796	DIVIDENDES A VERSER 25
776,182	523,778	1,585,473	19,088,585	0	19,088,585	CONTRATS DE FILMS ET D'EMISSIONS A PAYER 26
104,831	6,521,472	4,878,502	28,351,680	27,352,000	55,703,680	PARTIE EXIGIBLE DE LA DETTE A LONG TERME 27
						AUTRES 28
5,653,953	33,725,523	30,772,633	255,225,635	74,105,000	329,330,635	TOTAL, EXIGIBILITES 29
786,097	4,554,902	11,323,796	113,939,749	0	113,939,749	PASSIF NON EXIGIBLE:
0	0	554,243	4,221,189	0	4,221,189	DETTE A LONG TERME:
4,720,814	2,056,923	2,870,094	76,970,301	0	76,970,301	BILLETS, HYPOTHEQUES ET OBLIGATIONS .. 30
776,182	523,778	1,585,473	19,088,585	0	19,088,585	CONTRATS DE LOCATION - ACQUISITION ... 31
						OBLIGATIONS NON GARANTIES 32
4,730,729	6,088,047	13,162,660	176,042,654	0	176,042,654	MOINS: LA PARTIE EXIGIBLE 33
						TOTAL, DETTE A LONG TERME 34
2,042,154	3,058,303	1,459,090	32,903,227	0	32,903,227	IMPOTS SUR LE REVENU DIFFERES 35
1,434,265	5,930,671	5,298,093	55,363,168	161,572,000	216,935,168	AUTRES ELEMENTS DE PASSIF 36
8,207,148	15,077,021	19,919,843	264,305,049	161,572,000	425,881,049	TOTAL, PASSIF NON EXIGIBLE 37
13,861,101	48,802,544	50,692,476	519,534,684	235,677,000	755,211,684	TOTAL, PASSIF 38
214,800	688,360	4,719,700	50,190,497	0	50,190,497	AVOIR DES ACTIONNAIRES:
439,410	13,114,263	5,397,105	57,752,808	274,496,000	332,248,808	CAPITAL-ACTIONS EMIS:
10,195,047	36,425,498	13,850,296	255,038,928	0	255,038,928	ACTIONS PRIVILEGIEES 39
						ACTIONS ORDINAIRES 40
39,250	174,418	217,816	5,301,449	0	5,301,449	BENEFICIAIRES NON REPARTIS (DEFICIT 41
						ACCUMULE) A LA FIN DE L'ANNEE.
10,888,507	50,402,539	24,184,917	368,283,682	274,496,000	642,779,682	AUTRES EXCEDENT 42
						TOTAL, AVOIR DES ACTIONNAIRES 43
24,749,608	99,205,083	74,877,393	887,818,366	510,173,000	1,397,991,366	TOTAL, PASSIF ET AVOIR DES 44
						ACTIONNAIRES.

NOTA: LIGNE 40, RADIO-CANADA, REPRESENT L'AVOIR PROPRE DU GOUVERNEMENT DU CANADA A RADIO-CANADA.

NO.	NEW FUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU- PRINCE- EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO	
1	BUSINESS ORGANIZATIONS	7	15	13	70	88
				DOLLARS		
	SOURCE OF FUNDS:					
2	OPERATIONS: NET PROFIT (LOSS-) FROM BROADCAST OPER- OPERATIONS AFTER INCOME TAXES.	423,282	5,925,743	1,927,940	21,423,605	20,481,862
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	0	0	45,179	986,628	8,168,335-
	EXPENSES NOT REQUIRING OUTLAY OF FUNDS:					
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	€34,648	893,534	912,845	7,873,462	11,492,190
5	DEFERRED INCOME TAXES	20,049	27,043	250-	2,777,456	7,062,573
6	TOTAL FUNDS PROVIDED FROM OPERATIONS ...	1,077,979	6,846,320	2,885,714	33,061,151	30,868,290
	OTHER:					
7	INCREASE IN LONG TERM DEBT	135,053	182,976	427,561	20,655,404	20,005,098
8	PROCEEDS FROM SALE OF SHARE CAPITAL	0	50	0	3,643,362	15,572,701
9	DECREASE IN FIXED ASSETS: (A) BROADCAST ONLY	22,609	8,459	28,207	825,251	972,760
10	(B) NON-BROADCASTING	5,007	5,565	0	13,210	13,230
11	DECREASE IN INVESTMENTS AND ADVANCES	8,000	282,887	232,980	4,383,592	14,020,045
12	OTHER SOURCES OF FUNDS	49,138	115,466	86,385	6,957,133	10,300,613
13	TOTAL, OTHER FUNDS PROVIDED	219,807	595,403	775,133	36,477,952	60,884,447
14	TOTAL FUNDS PROVIDED	1,297,786	7,441,723	3,660,847	69,539,103	91,752,737
	APPLICATION OF FUNDS:					
	PURCHASE OF FIXED ASSETS:					
15	(A) BROADCAST ONLY	1,405,621	1,439,082	1,395,484	15,076,283	19,688,093
16	(B) NON-BROADCASTING	69,339	5,543	4,596	202,641	1,664,964
17	INCREASE TO INVESTMENTS AND ADVANCES	0	64,325	0	2,914,040	11,058,829
18	DEFERRED EXPENDITURES	0	3,591	0	886,871	1,111,294
	DIVIDENDS DECLARED:					
19	(A) COMMON SHARES	0	3,028,826	2,706,750	6,261,852	9,740,049
20	(B) PREFERRED SHARES	0	565	35,200	13,673,864	1,411,225
21	REDUCTION OF LONG TERM DEBT	117,579	134,641	912,673	11,746,847	16,811,286
22	REDEMPTION OF SHARES	0	0	290,000	78,295	30,000
23	OTHER APPLICATION OF FUNDS	137,307	3,620	13,931	12,052,557	22,190,696
24	TOTAL FUNDS USED	1,729,846	4,680,193	5,358,634	62,893,250	83,706,436
25	INCREASE (DECREASE-) IN WORKING CAPITAL	432,060-	2,761,530	1,697,787-	6,645,853	8,046,301
26	WORKING CAPITAL AT BEGINNING OF YEAR	1,043,256	4,563,176	4,072,772	39,058,478	14,136,428
27	WORKING CAPITAL AT END OF YEAR	611,196	7,324,706	2,374,985	45,704,331	22,182,729

TABLEAU 4. ETAT DE L'EVOLUTION DE LA SITUATION FINANCIERE DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, PAR REGION, 1980

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
12	17	28	48	298		
					ENTREPRISES	1
					DOLLARS	
					PROVENANCE DES FONDS:	
5,150,125	2,666,672	14,325,966	7,259,772	79,584,967	EXPLOITATION: BENEFICE NET (PERTE-) PROVENANT DE LA RADIODIFFUSION, APRES IMPOT SUR LE REVENU.	2
1,600,866	6,354	126,899	1,528,672-	6,931,081-	BENEFICE NET (PERTE-) PROVENANT D'ACTI- VITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
					DEPENSES NE NECESSITANT PAS DE SORTIE DE FONDS:	
2,891,466	1,926,239	3,621,324	3,765,000	34,010,708	DEPRECIATION ET AMORTISSEMENT (COMPTABILISE).	4
447,960	573,923	1,344,243	81,750	12,334,747	IMPOTS SUR LE REVENU DIFFERES	5
10,090,417	5,173,188	19,418,432	9,577,850	118,999,341	ENSEMBLE DES FONDS PROVENANT DE L'EX- PLOITATION.	6
					AUTRES:	
740,361	215,893	3,791,593	3,412,583	49,566,522	AUGMENTATION DE LA DETTE A LONG TERME	7
296,633	9,859	2,499	124,994	19,650,098	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
					DIMINUTION DES IMMOBILISATIONS:	
8,054	100,174	117,151	144,940	2,227,605	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT.	9
32,318	0	106,041	37,402	212,773	(B) AUTRES ACTIVITES	10
113,653	290,876	874,991	309,721	20,516,745	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
400,810	319,365	3,800,383	1,318,045	23,347,338	AUTRES SOURCES DE FONDS	12
1,591,829	936,167	8,692,658	5,347,685	115,521,081	TOTAL DES FONDS PROVENANT D'AUTRES SOURCES	13
11,682,246	6,109,355	28,111,090	14,925,535	234,520,422	TOTAL DES FONDS FOURNIS	14
					UTILISATION DES FONDS:	
					ACHAT D'IMMOBILISATIONS:	
6,070,796	2,207,137	11,868,797	6,104,871	65,256,164	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
1,329	4,158	398,272	1,484,800	3,835,642	(B) AUTRE ACTIVITES	16
534,694	2,071,270	3,936,716	668,638	21,248,512	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES	17
255,939	1,709	70,879	49,933	2,380,216	FRAIS DIFFERES	18
					DIVIDENDES DECLAREES:	
2,002,027	288,560	10,342,865	5,494,459	39,865,388	(A) ACTIONS ORDINAIRES	19
83,767	0	1,760	107,970	15,314,351	(B) ACTIONS PRIVILEGIEES	20
1,624,949	858,617	2,922,398	2,120,978	37,249,968	DIMINUTION DE LA DETTE A LONG TERME	21
6,000	0	194,668	531,829	1,130,792	RACHAT D'ACTIONS	22
814,390	62,759	2,890,510	1,545,253	39,711,023	AUTRES UTILISATIONS DES FONDS	23
11,393,891	5,494,210	32,626,865	18,108,731	225,992,056	TOTAL DES FONDS UTILISES	24
288,355	615,145	4,515,775-	3,183,196-	8,528,366	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
2,169,875	943,485	10,546,003	1,796,508	78,329,981	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
2,458,230	1,558,630	6,030,228	1,386,688-	86,858,347	FONDS DE ROULEMENT A LA FIN DE L'ANNEE	27

TABLE 5. REVENUE, EXPENSES AND EMPLOYEES OF PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY AREA, 1980

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
		TERRE-NEUVE ET ÎLE-DU PRINCE-ÉDOUARD	NOUVELLE- ÉCOSSE	NOUVEAU- BRUNSWICK		
1	REPORTING UNITS	9	15	13	92	113
				DOLLARS		
	OPERATING REVENUE:					
	REVENUE FROM SALE OF AIR TIME:					
2	LOCAL TIME SALES	7,549,248	10,512,683	8,855,130	57,633,841	94,372,339
3	NATIONAL TIME SALES	1,202,293	2,116,436	1,577,421	25,547,412	41,542,918
4	NETWORK TIME SALES	758,445	0	0	66,194	0
5	TOTAL REVENUE FROM SALE OF AIR TIME ..	9,509,986	12,629,119	10,432,551	83,247,447	135,915,257
	PRODUCTION AND OTHER REVENUE:					
6	SYNDICATION REVENUE	0	0	0	131,396	0
7	PRODUCTION REVENUE	1,718	5,596	62,392	1,081,574	153,119
8	OTHER REVENUE	16,959	97,601	25,989	1,754,171	467,253
9	TOTAL PRODUCTION AND OTHER REVENUE	18,677	103,197	88,381	2,967,141	620,372
10	TOTAL OPERATING REVENUE	9,528,663	12,732,316	10,520,932	86,214,588	136,535,629
	DEPARTMENTAL EXPENSES:					
11	PROGRAM	2,898,657	3,748,256	2,895,741	27,449,914	40,196,726
12	TECHNICAL	676,383	818,813	588,955	3,237,128	6,399,034
13	SALES AND PROMOTION	1,597,047	2,573,827	1,981,606	17,439,765	30,070,227
14	ADMINISTRATION AND GENERAL	3,269,726	4,228,518	3,983,472	28,840,925	38,055,086
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	8,441,813	11,369,414	9,449,774	76,567,732	114,721,073
16	DEPRECIATION	413,769	315,002	350,402	2,308,285	4,500,543
17	INTEREST EXPENSE	238,630	186,011	318,785	2,084,945	8,686,485
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	103,265	353,090	279,692	2,090,100	3,843,855
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	537,716	1,214,979	681,663	6,943,726	12,471,383
20	PROVISION FOR INCOME TAXES	344,364	470,449	105,962	3,741,196	6,600,305
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	193,352	744,530	575,701	3,202,530	5,871,078
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	4,343,540	7,031,413	4,331,956	40,312,821	60,862,546
23	AVERAGE NUMBER OF EMPLOYEES	294	405	269	1,999	3,290

TABLEAU 5. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR REGION, 1980

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
19	20	38	62	381	UNITES DECLARANTES	1
DOLLARS						
RECETTES D'EXPLOITATION:						
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
12,716,468	14,511,894	38,896,040	41,637,165	286,684,812	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
3,982,529	3,533,483	12,405,624	12,033,112	103,941,228	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
0	0	6,495	0	831,134	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
16,698,997	18,045,377	51,308,159	53,670,281	391,457,174	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:						
0	0	2,858	0	134,254	VENTES DE DROITS DE DIFFUSION	6
131,513	158,172	380,106	98,623	2,072,813	RECETTES DE PRODUCTION	7
51,711	209,488	580,072	326,104	3,529,348	AUTRES RECETTES	8
183,224	367,660	963,036	424,727	5,736,415	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
16,882,221	18,413,037	52,271,195	54,095,008	397,193,589	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:						
5,578,311	5,708,940	13,687,065	16,940,326	119,103,936	EMISSIONS	11
852,306	886,916	1,884,598	2,285,109	17,629,242	SERVICES TECHNIQUES	12
3,516,285	3,837,236	10,383,016	11,001,093	82,400,102	VENTES ET PROMOTION	13
4,399,255	4,897,513	13,733,698	15,213,929	116,622,122	ADMINISTRATION ET FRAIS GENERAUX	14
14,346,157	15,330,605	39,688,377	45,440,457	335,755,402	TOTAL PARTIEL, DEPENSES INTERNES	15
631,583	611,935	1,607,310	1,654,141	12,392,970	AMORTISSEMENT	16
382,828	327,543	1,427,062	1,741,308	15,393,597	INTERETS VERSES	17
113,784	172,729	2,343,373	2,527,355	11,827,243	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
1,635,437	2,315,683	11,891,819	7,786,457	45,478,863	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
980,339	993,874	5,592,784	2,791,427	21,620,700	PROVISION POUR IMPOTS SUR LE REVENU	20
655,098	1,321,809	6,299,035	4,995,030	23,858,163	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
8,153,261	8,873,747	22,266,733	24,830,781	181,006,798	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
436	507	1,038	1,309	9,547	EFFECTIFS MCYENS	23

TABLE 6. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY AREA, 1980

NO.	ATLANTIC PROVINCES - PROVINCES DE L'ATLANTIQUE		QUÉBEC	ONTARIO
1	REPORTING UNITS	6	16	19
			DOLLARS	
	OPERATING REVENUE:			
	REVENUE FROM SALES OF AIR TIME:			
2	LOCAL TIME SALES	10,678,026	45,453,296	22,723,449
3	NATIONAL TIME SALES	11,301,594	65,409,739	141,459,767
4	NETWORK TIME SALES	7,517,944	17,975,773	26,267,233
5	TOTAL REVENUE FROM SALE OF AIR TIME	29,497,564	128,838,808	190,450,449
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE	0	3,867,526	3,758,291
7	PRODUCTION REVENUE	623,549	6,987,138	21,466,979
8	OTHER REVENUE	129,882	4,800,996	1,441,054
9	TOTAL PRODUCTION AND OTHER REVENUE	753,431	15,655,660	26,666,324
10	TOTAL OPERATING REVENUE	30,250,995	144,494,468	217,116,773
	DEPARTMENTAL EXPENSES:			
11	PROGRAM	11,939,986	47,092,169	117,232,995
12	TECHNICAL	2,891,492	12,356,148	10,951,143
13	SALES AND PROMOTION	3,354,612	14,459,390	19,186,312
14	ADMINISTRATION AND GENERAL	4,531,634	25,387,404	31,372,017
15	SUB-TOTAL DEPARTMENTAL EXPENSES	22,717,724	99,295,111	178,742,467
16	DEPRECIATION	1,240,495	4,774,854	7,290,593
17	INTEREST EXPENSE	88,162	7,480,397	6,336,909
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	3,975,233	1,058,039	4,203,499
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	10,179,847	34,002,145	28,950,303
20	PROVISION FOR INCOME TAXES	3,314,412	15,666,485	14,262,694
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	6,865,435	18,335,660	14,687,609
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	8,734,582	39,863,206	52,127,490
23	AVERAGE NUMBER OF EMPLOYEES	451	1,739	2,376

TABLEAU 6. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR REGION, 1980

MANITOBA AND/ET SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLUMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
14	10	10	75	UNITES DECLARANTES	1
DOLLARS					
RECETTES D'EXPLOITATION:					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:					
16,029,725	26,895,466	19,143,763	140,923,725	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
17,554,825	30,181,439	24,253,715	290,161,079	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
8,733,056	9,781,035	8,599,024	78,874,065	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
42,217,606	66,857,940	51,996,502	509,558,869	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:					
105,557	190,693	66,500	7,988,567	VENTES DE DROITS DE DIFFUSION	6
1,280,306	3,759,102	2,145,046	36,262,120	RECETTES DE PRODUCTION	7
697,004	580,284	177,506	7,826,726	AUTRES RECETTES	8
2,082,867	4,530,079	2,389,052	52,077,413	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9
44,400,473	71,388,019	54,385,554	562,036,282	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:					
19,034,009	30,526,244	29,361,664	255,187,067	EMISSIONS	11
3,309,095	4,079,954	3,932,137	37,519,969	SERVICES TECHNIQUES	12
4,118,102	7,128,308	5,111,074	53,357,798	VENTES ET PROMOTION	13
7,281,673	10,899,653	7,944,486	87,416,867	ADMINISTRATION ET FRAIS GENERAUX	14
33,742,879	52,634,159	46,349,361	433,481,701	TOTAL PARTIEL, DEPENSES INTERNES	15
2,435,661	2,042,012	1,964,992	19,748,607	AMORTISSEMENT	16
1,020,538	969,934	1,093,473	16,989,413	INTERETS VERSES	17
51,197	1,751,711	109,691	11,146,370	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
7,252,592	17,493,625	5,087,419	102,965,931	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19
3,718,970	7,735,521	2,541,045	47,236,127	PROVISION POUR IMPOTS SUR LE REVENU	20
3,533,622	9,758,104	2,546,374	55,726,804	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21
13,224,189	17,800,760	16,959,343	148,709,570	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
608	825	686	6,685	EFFECTIFS MOYENS	23

TABLE 7A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY AREA, 1980 (HISTORICAL COST)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU- PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	442,545	576,960	467,782	4,999,189	6,791,322
2 LAND IMPROVEMENTS AND BUILDINGS	1,801,653	2,651,531	3,333,762	46,305,133	23,069,957
3 TOWER AND ANTENNA SYSTEM	1,873,771	1,025,418	1,494,428	7,265,358	17,250,952
4 TRANSMITTER EQUIPMENT	1,698,403	2,702,322	4,532,405	16,111,891	31,561,943
5 STUDIO AND TECHNICAL EQUIPMENT	2,658,937	4,993,578	5,874,293	39,837,080	70,403,222
6 MOBILE EQUIPMENT	145,655	46,188	123,174	2,306,347	3,356,515
7 AUTOMOBILES AND TRUCKS	424,591	341,589	224,560	1,329,258	2,184,752
8 FURNITURE AND FIXTURES	605,452	797,164	586,349	6,110,107	10,038,698
9 OTHER PROPERTY, PLANT AND EQUIPMENT	9,535	112,514	55,309	3,204,260	3,038,424
10 LEASEHOLD IMPROVEMENTS	624,348	184,070	377,970	3,291,958	7,535,011
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	10,284,840	13,431,334	17,070,032	130,760,581	175,222,796

TABLE 7B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY AREA, 1980 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU- PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	---	---	---	---	---
2 LAND IMPROVEMENTS AND BUILDINGS	548,337	1,115,734	1,786,994	9,388,319	11,308,872
3 TOWER AND ANTENNA SYSTEM	799,916	528,687	784,371	3,343,567	9,260,399
4 TRANSMITTER EQUIPMENT	1,045,520	1,478,855	3,079,152	8,596,125	17,141,716
5 STUDIO AND TECHNICAL EQUIPMENT	1,631,171	3,077,193	4,376,941	23,519,623	45,756,053
6 MOBILE EQUIPMENT	104,640	30,340	72,253	1,740,727	1,845,875
7 AUTOMOBILES AND TRUCKS	211,394	212,033	141,182	630,459	1,224,994
8 FURNITURE AND FIXTURES	341,051	454,509	423,170	3,181,506	5,859,361
9 OTHER PROPERTY, PLANT AND EQUIPMENT	8,346	34,801	43,403	1,375,603	1,134,958
10 LEASEHOLD IMPROVEMENTS	424,697	113,325	144,682	1,769,747	3,844,203
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	5,114,472	7,045,477	10,852,148	53,545,676	97,376,431

TABLE 7C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY AREA, 1980 (NET VALUE)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ÎLE-DU- PRINCE-ÉDOUARD	NOVA SCOTIA — NOUVELLE- ÉCOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	442,545	576,960	467,782	4,999,189	6,791,322
2 LAND IMPROVEMENTS AND BUILDINGS	1,253,316	1,535,797	1,546,768	36,916,814	11,761,085
3 TOWER AND ANTENNA SYSTEM	1,073,855	496,731	710,057	3,921,791	7,990,553
4 TRANSMITTER EQUIPMENT	652,883	1,223,467	1,453,253	7,515,766	14,420,227
5 STUDIO AND TECHNICAL EQUIPMENT	1,027,766	1,916,385	1,497,352	16,317,457	24,647,169
6 MOBILE EQUIPMENT	41,565	15,848	50,921	565,620	1,510,640
7 AUTOMOBILES AND TRUCKS	213,197	129,556	83,378	658,799	959,758
8 FURNITURE AND FIXTURES	264,401	342,655	163,179	2,928,601	4,179,337
9 OTHER PROPERTY, PLANT AND EQUIPMENT	1,189	77,713	11,906	1,828,657	1,895,466
10 LEASEHOLD IMPROVEMENTS	199,651	70,745	233,288	1,522,211	3,690,808
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	5,170,368	6,385,857	6,217,884	77,214,905	77,846,365

TABLEAU 7A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1980 (COUT D'ORIGINE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
626,874	506,630	4,179,258	2,275,777	20,866,337	TERRAINS	1
3,563,194	2,513,621	5,764,204	8,738,485	97,741,540	AMELIORATIONS FONCIERES ET BATIMENTS	2
3,250,624	2,528,274	3,952,717	4,824,835	43,466,377	TOUR ET ANTENNE	3
4,856,974	7,848,611	11,393,389	12,835,958	93,541,896	MATERIEL EMETTEUR	4
9,952,555	10,315,240	21,652,313	17,731,980	183,419,198	MATERIEL TECHNIQUE ET DE STUDIO	5
1,011,649	150,843	1,199,235	356,123	8,695,679	MATERIEL DE REPORTAGE	6
193,330	573,089	815,435	696,546	6,783,150	AUTOMOBILES ET CAMIONS	7
1,028,501	1,277,371	1,773,135	2,747,851	24,964,628	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
13,842,483	147,433	2,050,230	704,034	23,156,222	AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	9
334,820	744,764	1,626,091	1,848,803	16,567,835	AMELIORATIONS LOCATIVES	10
38,661,004	26,605,876	54,406,007	52,760,392	519,202,862	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	11

TABLEAU 7B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1980 (AMORTISSEMENT NORMALISE ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
...	TERRAINS	1
1,789,085	1,273,448	2,630,115	3,539,962	33,380,866	AMELIORATIONS FONCIERES ET BATIMENTS	2
1,510,519	1,006,815	1,658,879	2,854,023	21,747,176	TOUR ET ANTENNE	3
1,900,285	3,776,193	5,813,919	6,281,379	49,113,144	MATERIEL EMETTEUR	4
5,500,880	5,394,130	12,475,493	10,120,816	111,852,300	MATERIEL TECHNIQUE ET DE STUDIO	5
380,197	49,766	894,567	234,742	5,352,507	MATERIEL DE REPORTAGE	6
115,186	268,968	471,530	333,234	3,608,980	AUTOMOBILES ET CAMIONS	7
552,650	804,669	1,006,192	1,366,605	13,989,517	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
118,045	43,264	526,960	220,171	3,505,551	AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	9
98,144	253,842	581,054	1,087,670	8,317,364	AMELIORATIONS LOCATIVES	10
11,964,791	12,871,095	26,058,709	26,038,606	250,867,405	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	11

TABLEAU 7C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1980 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
626,874	506,630	4,179,258	2,275,777	20,866,337	TERRAINS	1
1,774,109	1,240,173	3,134,089	5,198,523	64,360,674	AMELIORATIONS FONCIERES ET BATIMENTS	2
1,740,105	1,521,459	2,293,838	1,970,812	21,719,201	TOUR ET ANTENNE	3
2,956,689	4,072,418	5,579,470	6,554,575	44,428,752	MATERIEL EMETTEUR	4
4,451,675	4,921,110	9,176,820	7,611,164	71,566,898	MATERIEL TECHNIQUE ET DE STUDIO	5
631,452	101,077	304,668	121,381	3,343,172	MATERIEL DE REPORTAGE	6
78,144	304,121	343,905	363,312	3,174,170	AUTOMOBILES ET CAMIONS	7
476,051	472,702	766,943	1,381,242	10,975,111	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
13,724,438	104,169	1,523,270	483,863	19,650,671	AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	9
236,676	490,922	1,045,037	761,133	8,250,471	AMELIORATIONS LOCATIVES	10
26,696,213	13,734,781	28,347,298	26,721,786	268,335,457	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	11

TABLE 8. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY TOTAL ASSETS GROUPING, 1980

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5	— GROUPE 6
1	BUSINESS ORGANIZATIONS	29	30	30	30	30	30
DOLLARS							
ASSETS							
CURRENT:							
2	CASH	16,256,752	2,209,960	3,413,725	1,318,321	567,588	958,786
3	SECURITIES	28,121,459	763,045	2,351,402	495,361	156,620	923,357
4	RECEIVABLES (NET)	98,371,775	27,710,852	16,519,895	10,116,939	7,092,266	4,939,196
5	INVENTORIES	20,228,660	566,357	230,304	71,896	16,614	34,006
6	PREPAID PROGRAM RIGHTS	35,148,869	3,207,499	186,506	30,172	36,244	0
7	OTHER	29,142,605	8,452,029	2,138,763	897,367	1,633,387	664,985
8	TOTAL CURRENT ASSETS	227,270,120	42,909,742	24,840,595	12,930,056	9,502,719	7,520,330
INVESTMENTS AND ADVANCES:							
9	ASSOCIATED COMPANIES	84,523,628	10,477,770	10,258,701	3,882,961	711,806	960,016
10	OTHER	8,169,824	3,030,283	1,237,933	414,122	292,416	151,118
11	TOTAL INVESTMENTS AND ADVANCES	92,693,452	13,508,053	11,496,634	4,297,083	1,004,222	1,111,134
FIXED ASSETS, BROADCASTING:							
12	LAND, PROPERTY AND EQUIPMENT	268,222,115	85,651,835	56,202,821	35,360,417	21,952,741	15,696,137
13	LESS: ACCUMULATED DEPRECIATION	116,903,227	41,445,325	34,423,050	17,602,945	11,212,722	7,675,529
14	NET FIXED ASSETS, BROADCASTING	151,318,888	44,206,510	21,779,771	17,757,472	10,740,019	8,020,608
15	NET FIXED ASSETS, NON-BROADCASTING	3,107,754	4,118,321	2,812,334	207,909	730	82,788
16	INTANGIBLE ASSETS	51,621,619	15,960,412	1,408,344	1,254,847	2,363,973	1,545,346
17	OTHER ASSETS	49,362,309	7,247,932	4,459,945	1,332,725	612,206	220,489
18	TOTAL FIXED AND OTHER ASSETS	255,410,570	71,533,175	30,460,394	20,552,953	13,716,928	9,869,231
19	TOTAL NON-CURRENT ASSETS	348,104,022	85,041,228	41,957,028	24,850,036	14,721,150	10,980,365
20	TOTAL ASSETS	575,374,142	127,950,970	66,797,623	37,780,092	24,223,869	18,500,695
LIABILITIES							
CURRENT:							
21	BANK LOANS AND OVERDRAFTS	25,497,057	6,089,133	4,067,579	3,393,115	4,626,805	1,639,250
22	OTHER LOANS	5,806,223	3,966,025	453,408	2,678,618	84,818	0
23	ACCOUNTS PAYABLE AND ACCRUED	50,411,063	11,944,261	7,033,890	4,153,638	3,196,875	1,995,494
24	INCOME TAX PAYABLE	13,406,619	2,152,230	2,234,962	1,247,141	252,818	368,514
25	DIVIDENDS PAYABLE	1,142,403	1,400,000	147,290	450,000	0	1,047
26	FILM AND PROGRAM CONTRACTS PAYABLE	33,105,073	1,923,254	3,869	0	0	18,596
27	CURRENT PORTION LONG-TERM DEBT	12,472,864	1,551,326	1,816,349	1,155,240	424,363	584,447
28	OTHER	13,310,267	11,276,001	1,352,059	534,193	361,218	276,433
29	TOTAL CURRENT LIABILITIES	155,151,569	40,302,230	17,109,406	13,611,945	8,946,897	4,883,781
NON-CURRENT LIABILITIES:							
LONG-TERM DEBT:							
30	NOTES, MORTGAGES AND BONDS	70,990,115	10,121,645	8,663,574	6,117,608	5,215,281	4,535,234
31	OBLIGATIONS UNDER CAPITAL LEASES	886,973	0	2,513,809	85,553	325,246	169,229
32	DEBENTURES	65,863,587	4,135,000	1,841,038	1,319,875	1,721,830	1,390,991
33	LESS: CURRENT PORTION	12,472,864	1,551,326	1,816,349	1,155,240	424,363	584,447
34	TOTAL LONG-TERM DEBT	125,267,811	12,705,319	11,202,072	6,367,796	6,837,994	5,511,007
35	DEFERRED INCOME TAXES	23,678,118	6,796,684	1,450,030	201,244	231,837	179,221
36	OTHER LIABILITIES	20,605,706	14,603,411	3,512,879	5,787,076	3,151,332	2,126,089
37	TOTAL NON-CURRENT LIABILITIES	169,551,635	34,105,414	16,164,981	12,356,116	10,221,163	7,816,317
38	TOTAL LIABILITIES	324,703,204	74,407,644	33,274,387	25,968,061	19,168,060	12,700,098
SHAREHOLDERS' EQUITY:							
SHARE CAPITAL ISSUED:							
39	PREFERRED	34,966,477	6,276,354	3,966,749	1,281,780	888,400	1,041,050
40	COMMON	44,036,197	8,430,925	750,627	966,470	683,255	641,058
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT END OF YEAR.	169,266,137	35,780,533	28,038,053	11,624,522	3,231,919	4,026,340
42	OTHER SURPLUS	2,404,127	3,055,514	767,807	2,060,741-	252,235	92,149
43	TOTAL SHAREHOLDERS' EQUITY	250,670,938	53,543,326	33,523,236	11,812,031	5,055,809	5,800,597
44	TOTAL LIABILITIES AND EQUITY	575,374,142	127,950,970	66,797,623	37,780,092	24,223,869	18,500,695

TABLEAU 8. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1980

GROUP 7 GRUPE 7	GROUP 8 GRUPE 8	GROUP 9 GRUPE 9	GROUP 10 GRUPE 10	TOTAL		NO
30	30	30	29	298	ENTREPRISES	1
					DOLLARS	
					ACTIF	
					DISPONIBILITES:	
790,109	618,363	146,446	202,562	26,482,612	ENCAISSE	2
791,361	0	144,501	45,000	33,792,106	VALEURS MOBILIERES	3
4,461,455	3,618,963	2,549,775	1,449,121	176,830,237	DEBITEURS (NETS)	4
112,805	109,923	26,254	19,118	21,415,937	STOCKS	5
39,286	726	0	1,567	38,650,869	DROITS DE PROGRAMMATION PAYES D'AVANCE	6
653,317	686,346	419,189	224,233	44,912,221	AUTRES	7
6,848,333	5,034,321	3,286,165	1,941,601	342,083,982	TOTAL, DISPONIBILITES	8
					PLACEMENTS ET AVANCES:	
36,675	93,469	160,410	285,875	111,391,311	SOCIETES AFFILIEES	9
383,726	166,149	199,128	6	14,044,705	AUTRES	10
420,401	259,618	359,538	285,881	125,436,016	TOTAL PLACEMENTS ET AVANCES	11
					IMMOBILISATIONS, RADIODIFFUSION:	
13,621,312	11,651,934	7,068,927	3,774,623	519,202,862	TERRAINS, BIENS ET MATERIEL	12
7,179,938	6,632,741	3,452,137	2,271,608	248,799,222	MOINS: AMORTISSEMENT ACCUMULE	13
6,441,374	5,019,193	3,616,790	1,503,015	270,403,640	IMMOBILISATIONS NETTES, RADIODIFFUSION	14
219,756	100,947	7,204	7,834	10,665,577	IMMOBILISATIONS NETTES, NON DE RADIODIFFUSION	15
561,692	488,349	202,858	28,412	75,435,852	IMMOBILISATIONS INCORPORELLES	16
259,471	94,077	155,545	48,600	63,793,299	AUTRES ELEMENTS D'ACTIF	17
7,482,293	5,702,566	3,982,397	1,587,861	420,298,368	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF	18
7,902,694	5,962,184	4,341,935	1,873,742	545,734,384	TOTAL, ACTIF NON DISPONIBLE	19
14,751,027	10,996,505	7,628,100	3,815,343	887,818,366	TOTAL, ACTIF	20
					PASSIF	
					EXIGIBILITES:	
2,069,713	1,853,336	1,204,015	596,902	51,036,905	EMPRUNTS ET DECOUVERTS BANCAIRES	21
50,587	481,788	165,718	133,700	13,820,885	AUTRES EMPRUNTS	22
1,840,252	1,879,050	1,227,767	553,754	84,236,044	CREDITEURS ET ELEMENTS COURUS	23
384,198	140,514	130,414	60,400	20,377,810	IMPOTS SUR LE REVENU A PAYER	24
27,502	87,928	1,760	0	3,257,930	DIVIDENDES A VERSER	25
0	5,004	0	0	35,055,796	CONTRATS DE FILMS ET D'EMISSIONS A PAYER	26
457,768	277,696	271,342	77,190	19,088,585	PARTIE EXIGIBLE DE LA DETTE A LONG TERME	27
179,104	231,254	287,768	543,383	28,351,680	AUTRES	28
5,009,124	4,956,570	3,288,784	1,965,329	255,225,635	TOTAL, EXIGIBILITES	29
					PASSIF NON EXIGIBLE:	
					DETTE A LONG TERME:	
2,541,217	3,201,454	1,956,298	597,323	113,939,749	BILLETS, HYPOTHEQUES ET OBLIGATIONS	30
119,678	32,003	0	88,693	4,221,189	CONTRATS DE LOCATION - ACQUISITION	31
180,524	328,470	188,986	0	76,970,301	OBLIGATIONS NON GARANTIES	32
457,768	277,696	271,342	77,190	19,088,585	MOINS: LA PARTIE EXIGIBLE	33
2,383,651	3,284,236	1,873,942	608,826	176,042,654	TOTAL, DETTE A LONG TERME	34
204,992	47,687	93,524	19,890	32,903,227	IMPOTS SUR LE REVENU DIFFERES	35
1,257,934	401,984	377,339	257,410	21,656,935	AUTRES ELEMENTS DE PASSIF	36
4,806,886	5,074,734	2,594,618	1,617,185	264,309,049	TOTAL, PASSIF NON EXIGIBLE	37
9,816,010	10,031,304	5,883,402	3,582,514	519,534,684	TOTAL, PASSIF	38
					AVOIR DES ACTIONNAIRES:	
					CAPITAL-ACTIONS EMIS:	
323,029	452,270	460,338	534,050	50,190,497	ACTIONS PRIVILEGIEES	39
335,481	834,433	582,520	491,842	57,752,808	ACTIONS ORDINAIRES	40
3,712,927	321,502	549,330	867,331	255,038,928	BENEFICES NON REPARTIS (DEFICIT ACCUMULE-) A LA FIN DE L'ANNEE	41
563,580	0	152,510	74,268	5,301,449	AUTRES EXCEDENT	42
4,935,017	965,201	1,744,698	232,829	368,283,682	TOTAL, AVOIR DES ACTIONNAIRES	43
14,751,027	10,996,505	7,628,100	3,815,343	887,818,366	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES	44

TABLE 9. STATEMENT OF CHANGES IN FINANCIAL POSITION FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY TOTAL ASSETS GROUPING, 1980

NO.	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	GROUP 5 GROUPE 5	GROUP 6 GROUPE 6
1 BUSINESS ORGANIZATIONS	29	30	30	30	30	30
DOLLARS						
SOURCE OF FUNDS:						
OPERATIONS:						
2 NET PROFIT (LOSS-) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	56,091,299	8,123,473	8,591,038	5,040,816	92,862-	980,408
3 NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	7,605,033-	45,686	503,920	88,029-	85,426	17,177
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:						
4 DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	16,036,435	6,641,571	3,868,596	2,382,645	1,329,887	1,180,890
5 DEFERRED INCOME TAXES	11,044,799	1,121,861	5,390-	112,916	28,221	7,477-
6 TOTAL FUNDS PROVIDED FROM OPERATIONS.	75,567,500	15,932,591	12,958,564	7,448,348	1,350,672	2,170,998
OTHER:						
7 INCREASE IN LONG TERM DEBT	29,774,378	8,237,701	2,596,417	1,135,639	2,463,166	1,323,830
8 PROCEEDS FROM SALE OF SHARE CAPITAL.	14,465,536	2,291,370	1,881,208	265,095	96,505	104,036
DECREASE IN FIXED ASSETS:						
9 (A) BROADCAST ONLY	1,066,062	674,250	167,760	186,756	53,184	24,488
10 (B) NON-BROADCASTING	92,239	0	0	77,927	130	410
11 DECREASE IN INVESTMENTS AND ADVANCES	17,057,484	263,359	1,612,381	744,176	365,431	39,969
12 OTHER SOURCES OF FUNDS	17,137,619	2,129,592	1,063,523	975,391	302,149	253,718
13 TOTAL, OTHER FUNDS PROVIDED	79,593,318	13,596,272	7,321,289	3,384,984	3,280,565	1,746,451
14 TOTAL FUNDS PROVIDED	155,160,818	29,528,863	20,279,853	10,833,332	4,631,237	3,917,449
APPLICATION OF FUNDS:						
PURCHASE OF FIXED ASSETS:						
15 (A) BROADCAST ONLY	30,530,463	12,811,889	7,134,114	5,226,576	3,740,213	1,733,266
16 (B) NON-BROADCASTING	263,922	1,518,303	1,853,097	11,106	4,800	99,631
17 INCREASE IN INVESTMENTS AND ADVANCES.	14,325,019	2,678,020	2,025,119	1,025,295	239,472	299,475
18 DEFERRED EXPENDITURES	1,070,980	817,339	0	135,597	229,575	10,159
DIVIDENDS DECLARED:						
19 (A) COMMON SHARES	22,533,290	2,636,480	7,000,897	4,129,815	899,651	465,449
20 (B) PREFERRED SHARES	14,941,966	39,000	84,406	24,110	25,544	6,388
21 REDUCTION OF LONG TERM DEBT	27,051,958	3,495,618	2,236,088	1,241,112	806,932	419,085
22 REDEMPTION OF SHARES	171,668	530,000	60,120	320,000	2,142	27,075
23 OTHER APPLICATION OF FUNDS	33,879,239	1,158,039	2,260,581	453,853	214,977	1,004,420
24 TOTAL FUNDS USED	144,768,505	25,684,688	22,654,422	12,567,464	6,163,306	4,064,948
25 INCREASE (DECREASE-) IN WORKING CAPITAL.	10,392,313	3,844,175	2,374,565-	1,734,132-	1,532,069-	147,499-
26 WORKING CAPITAL AT BEGINNING OF YEAR	61,726,238	1,236,663-	10,105,758	1,052,243	2,087,891	2,784,048
27 WORKING CAPITAL AT END OF YEAR	72,118,551	2,607,512	7,731,189	681,889-	555,822	2,636,549

TABLEAU 9. ETAT DE L'EVOLUTION DE LA SITUATION FINANCIERE DE L'INDUSTRIE DE LA RADIODIFFUSION ET LA TELEVISION PREEVE,
PAR ACTIFS TCTAUX PAR GROUPE, 1980

GROUP 7 - GROUPE 7	GRUP 8 - GROUPE 8	GRUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
30	30	30	29	298	ENTREPRISES	1
					DOLLARS	
					PROVENANCE DES FONDS:	
					EXPLOITATION:	
1,068,136	136,604-	71,041-	9,696-	79,584,967	BENEFICE NET (PERTE-) PROVENANT DE LA RADIODIFFUSION, APRES IMPOT SUR LE REVENU.	2
7,807	12,176	2,816-	92,605	6,931,081-	BENEFICE NET (PERTE-) PROVENANT D'ACTIVITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
					DEPENSES NE NECESSITANT PAS DE SORTIE DE FONDS:	
951,700	777,242	594,353	246,989	34,010,708	DEPRECIATION ET AMORTISSEMENT	4
23,649-	65,413	7,914	139	12,334,747	(COMPTABILISE).	
					IMPOTS SUR LE REVENU DIFFERES	5
1,993,994	718,227	528,410	330,037	118,999,341	ENSEMBLE DES FONDS PROVENANT DE L'EXPLOITATION.	6
					AUTRES:	
1,363,478	1,646,205	742,173	283,535	49,566,522	AUGMENTATION DE LA DETTE A LONG TERME	7
11,400	352,000	55,228	127,720	19,650,098	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
					DIMINUTION DES IMMOBILISATIONS:	
14,445	24,691	11,388	4,581	2,227,605	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	9
1,500	5,085	1,960	33,522	212,773	(B) AUTRES ACTIVITES	10
233,918	32,191	67,836	0	20,516,745	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
352,543	553,446	287,573	291,784	23,341,338	AUTRES SOURCES DE FONDS	12
2,077,284	2,613,618	1,166,158	741,142	115,521,081	TOTAL DES FONDS PROVENANT D'AUTRES SOURCES .	13
4,071,278	3,331,845	1,694,568	1,071,179	234,520,422	TOTAL DES FONDS FOURNIS	14
					UTILISATION DES FONDS:	
					ACHAT D'IMMOBILISATIONS:	
1,712,011	1,408,191	656,924	302,517	65,256,164	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
21,702	11,213	9,900	41,568	3,835,642	(B) AUTRE ACTIVITES	16
200,523	66,635	84,467	304,487	21,248,512	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES ..	17
30,956	17,654	27,001	40,955	2,380,216	FRAIS DIFFERES	18
					CIVIDENDES DECLARES:	
1,466,306	429,690	252,609	51,201	39,865,388	(A) ACTIONS ORDINAIRES	19
18,239	170,138	2,960	1,600	15,314,351	(B) ACTIONS PRIVILEGIEES	20
763,833	709,594	373,984	151,764	37,249,968	DIMINUTION DE LA DETTE A LONG TERME	21
287	4,500	15,000	0	1,130,792	RACHAT D'ACTIONS	22
344,318	220,727	169,618	5,251	39,711,023	AUTRES UTILISATIONS DES FONDS	23
4,558,175	3,038,342	1,592,463	899,743	225,992,056	TOTAL DES FONDS UTILISES	24
					AUGMENTATION (DIMINUTION-) DU FOND DE ROULEMENT.	25
486,897-	293,503	102,105	171,436	8,528,366	FONDS DE ROULEMENT AU CEBUT DE L'ANNEE	26
2,326,106	215,752-	104,724-	195,164-	78,329,981	FONDS DE ROULEMENT A LA FIN DE L'ANNEE	27
1,839,209	77,751	2,619-	23,728-	86,858,347		28

	GROUP 1 — GROUPE 1	GROUP 2 — GROUPE 2	GROUP 3 — GROUPE 3	GROUP 4 — GROUPE 4	GROUP 5 — GROUPE 5	GROUP 6 — GROUPE 6
NO.						
1 REPORTING UNITS	38	38	38	38	39	38
				DOLLARS		
OPERATING REVENUE:						
REVENUE FROM SALE OF AIR TIME:						
2 LOCAL TIME SALES	101,339,048	50,631,641	35,271,271	27,084,326	22,697,739	16,961,403
3 NATIONAL TIME SALES	56,547,340	15,952,179	8,918,133	6,996,054	4,945,126	4,488,303
4 NETWORK TIME SALES	523,229	0	0	175,793	11,980	49,657
5 TOTAL REVENUE FROM SALES OF AIR TIME.	158,409,617	66,583,820	44,189,404	34,256,173	27,654,845	21,499,363
PRODUCTION AND OTHER REVENUE:						
6 SYNDICATION REVENUE	0	0	31,252	0	14,771	0
7 PRODUCTION REVENUE	910,962	381,995	240,329	135,005	130,053	168,381
8 OTHER REVENUE	1,034,671	364,190	1,223,524	248,756	198,537	110,102
9 TOTAL PRODUCTION AND OTHER REVENUE.	1,945,633	746,185	1,495,105	383,761	343,361	278,483
10 TOTAL OPERATING REV- ENUE.	160,355,250	67,330,005	45,684,509	34,639,934	27,998,206	21,777,846
DEPARTMENTAL EXPENSES:						
11 PROGRAM	42,778,400	19,978,561	14,049,849	11,959,797	8,406,408	7,072,869
12 TECHNICAL	5,311,537	2,948,675	1,985,147	1,834,087	1,530,126	1,253,772
13 SALES AND PROMOTION	32,862,963	15,276,346	8,917,473	6,989,284	5,759,239	4,318,182
14 ADMINISTRATION AND GENERAL .	39,191,920	18,668,760	15,273,606	11,290,337	9,613,417	7,675,010
15 SUB-TOTAL, DEPARTMENTAL EXPENSES.	120,144,820	56,872,342	40,226,075	32,073,505	25,309,190	20,319,833
16 DEPRECIATION	3,517,129	1,807,394	1,439,410	1,271,140	1,257,489	952,271
17 INTEREST EXPENSE	5,827,779	2,185,226	1,594,329	1,206,460	1,105,205	799,993
18 OTHER ADJUSTMENTS - INCOME (EXPENSE-).	4,319,776	220,509	420,747	3,480,169	597,756	1,725,534
19 NET PROFIT (LOSS-) BEFORE IN- COME TAXES.	35,185,298	6,685,552	2,845,442	3,568,998	924,078	1,431,283
20 PROVISION FOR INCOME TAXES ...	15,191,642	2,780,180	1,820,889	918,186	207,214	165,685
21 NET PROFIT (LOSS-) AFTER IN- CCME TAXES.	19,993,656	3,905,372	1,024,553	2,650,812	716,864	1,265,598
22 SALARIES AND BENEFITS INCLUDED IN EXPENSES.	60,052,739	30,589,308	22,690,487	18,350,147	14,033,973	11,533,724
23 AVERAGE NUMBER OF EMPLOYEES ..	2,260	1,551	1,233	1,028	888	759

TABLEAU 10. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR TRANCHE DE RECETTES, 1980

GROUP 7 - GRUPE 7	GROUP 8 - GRUPE 8	GROUP 9 - GRUPE 9	GROUP 10 - GRUPE 10	TOTAL		
38	38	38	38	381	UNITES DECLARANTES	1
					DOLLARS	
					RECETTES D'EXPLOITATION: RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
14,060,825	10,005,093	6,158,737	2,474,729	286,684,812	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
2,624,829	1,749,973	1,218,932	500,359	103,941,228	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
1,147	59,423	0	9,905	831,134	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
16,686,801	11,814,489	7,377,669	2,984,993	391,457,174	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
0	0	0	88,231	134,254	RECETTES DE PRODUCTION ET AUTRES RECETTES:	
33,349	44,831	7,438	20,470	2,072,813	VENTES DE DROITS DE DIFFUSION	6
157,244	147,031	28,468	16,825	3,529,348	RECETTES DE PRODUCTION	7
					AUTRES RECETTES	8
190,593	191,862	35,906	125,526	5,736,415	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
16,877,394	12,006,351	7,413,575	3,110,519	397,193,589	TOTAL RECETTES D'EXPLOITATION	10
					DEPENSES INTERNES:	
5,536,519	4,388,758	3,328,237	1,604,538	119,103,936	EMISSIONS	11
952,635	825,389	624,314	363,560	17,629,242	SERVICES TECHNIQUES	12
3,528,218	2,355,024	1,629,976	763,397	82,400,102	VENTES ET PROMOTION	13
5,930,648	4,620,603	2,889,541	1,468,280	116,622,122	ADMINISTRATION ET FRAIS GENERAUX	14
15,948,020	12,189,774	8,472,068	4,199,775	335,755,402	TOTAL PARTIEL, DEPENSES INTERNES	15
630,627	608,872	557,130	351,508	12,392,970	AMORTISSEMENT	16
945,062	504,499	565,982	659,062	15,393,597	INTERETS VERSES	17
32,883-	60,142	15,129	1,020,364	11,827,243	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
679,198-	1,236,652-	2,166,476-	1,079,462-	45,478,863	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
37,144	90,102-	155,542-	745,404	21,620,700	PROVISION POUR IMPOTS SUR LE REVENU	20
716,342-	1,146,550-	2,010,934-	1,824,866-	23,858,163	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
9,459,389	7,339,345	4,608,679	2,349,007	181,006,798	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
676	526	400	235	9,547	EFFECTIFS MOYENS	23

TABLE 11A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980 (HISTORICAL COST)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	5,336,769	1,783,304	2,012,020	930,031	1,415,051
2 LAND IMPROVEMENTS AND BUILDINGS	9,284,930	3,761,258	3,809,548	3,161,459	2,825,782
3 TOWER AND ANTENNA SYSTEM	5,924,764	4,055,747	2,240,703	1,996,171	2,010,371
4 TRANSMITTER EQUIPMENT	16,032,137	7,058,492	4,823,375	5,719,999	4,860,369
5 STUDIO AND TECHNICAL EQUIPMENT	15,040,220	7,232,872	6,301,956	4,428,135	4,945,922
6 MOBILE EQUIPMENT	163,303	125,030	128,787	185,291	41,837
7 AUTOMOBILES AND TRUCKS	1,460,144	864,031	445,471	346,931	428,762
8 FURNITURE AND FIXTURES	4,616,303	2,226,241	1,470,034	1,350,688	1,155,485
9 OTHER PROPERTY, PLANT AND EQUIPMENT	1,553,906	361,317	187,580	398,161	319,923
10 LEASEHOLD IMPROVEMENTS	3,665,922	1,432,233	1,029,222	868,714	777,491
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	63,078,398	28,900,525	22,448,696	19,385,580	18,780,993

TABLE 11B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	***	***	***	***	***
2 LAND IMPROVEMENTS AND BUILDINGS	3,319,015	1,228,049	1,271,825	1,158,652	1,337,341
3 TOWER AND ANTENNA SYSTEM	2,932,242	1,579,478	1,015,986	1,063,021	1,106,450
4 TRANSMITTER EQUIPMENT	8,783,867	3,589,973	2,585,107	3,086,808	2,839,666
5 STUDIO AND TECHNICAL EQUIPMENT	9,278,391	4,608,443	3,877,899	2,768,097	3,190,582
6 MOBILE EQUIPMENT	125,365	59,158	80,311	75,877	31,570
7 AUTOMOBILES AND TRUCKS	784,037	445,014	243,074	180,311	248,371
8 FURNITURE AND FIXTURES	2,925,763	1,200,381	848,780	788,391	743,378
9 OTHER PROPERTY, PLANT AND EQUIPMENT	768,755	116,279	69,484	29,724	29,496
10 LEASEHOLD IMPROVEMENTS	2,244,510	763,145	481,838	436,335	411,479
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	31,161,945	13,589,920	10,474,304	9,587,216	9,938,333

TABLE 11C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980 (NET VALUE)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	— GROUPE 1	— GROUPE 2	— GROUPE 3	— GROUPE 4	— GROUPE 5
	DOLLARS				
1 LAND	5,336,769	1,783,304	2,012,020	930,031	1,415,051
2 LAND IMPROVEMENTS AND BUILDINGS	5,965,915	2,533,209	2,537,723	2,002,807	1,488,441
3 TOWER AND ANTENNA SYSTEM	2,992,522	2,476,269	1,224,717	933,150	903,921
4 TRANSMITTER EQUIPMENT	7,248,270	3,468,519	2,238,268	2,633,191	2,020,703
5 STUDIO AND TECHNICAL EQUIPMENT	5,761,829	2,624,429	2,424,057	1,660,038	1,755,340
6 MOBILE EQUIPMENT	37,938	65,872	48,476	109,414	10,267
7 AUTOMOBILES AND TRUCKS	676,107	419,017	202,397	166,620	180,391
8 FURNITURE AND FIXTURES	1,690,540	1,025,860	621,254	562,297	412,107
9 OTHER PROPERTY, PLANT AND EQUIPMENT	785,151	245,038	118,096	368,437	290,427
10 LEASEHOLD IMPROVEMENTS	1,421,412	669,088	547,384	432,379	366,012
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	31,916,453	15,310,605	11,974,392	9,798,364	8,842,660

TABLEAU 11A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1980 (COUT D'ORIGINE)

GROUP 6 - GROUPE 6	GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
DOLLARS							
1,032,871	599,061	201,641	204,734	358,903	13,874,385	TERRAINS	1
2,141,997	1,327,566	1,155,789	596,721	810,112	28,875,162	AMELIORATIONS FONCIERES ET BATIMENTS.	2
1,517,102	1,508,121	1,377,224	369,211	1,028,347	22,027,761	TOUR ET ANTENNE	3
4,094,398	3,186,193	2,336,932	2,431,250	1,882,146	52,425,291	MATERIEL EMETTEUR	4
2,844,276	2,287,874	1,928,329	2,235,302	1,146,568	48,391,454	MATERIEL TECHNIQUE ET DE STUDIO.	5
21,690	4,099	28,771	64,897	17,175	780,880	MATERIEL DE REPORTAGE	6
299,025	165,586	159,560	85,444	40,753	4,295,707	AUTOMOBILES ET CAMIONS	7
747,723	602,263	389,905	270,454	316,200	13,145,296	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
418,217	88,311	31,317	2,577	73,497	3,434,806	AUTRES BIENS-FONDS, INSTAL- LATIONS ET MATERIEL.	9
527,160	357,654	347,024	478,272	456,201	9,939,893	AMELIORATIONS LOCATIVES	10
13,644,459	10,126,728	7,956,492	6,738,862	6,129,902	197,190,635	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1980 (AMORTISSEMENT NORMALISE ACCUMULE)

GROUP 6 - GROUPE 6	GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
DOLLARS							
909,204	432,783	244,741	116,065	134,007	10,151,682	TERRAINS	1
774,674	495,657	453,295	150,114	235,201	9,806,118	AMELIORATIONS FONCIERES ET BATIMENTS.	2
2,520,328	1,723,680	962,668	785,262	327,085	27,204,444	TOUR ET ANTENNE	3
1,857,655	1,078,626	865,749	913,853	274,250	28,713,545	MATERIEL EMETTEUR	4
12,692	1,753	16,403	12,428	696	416,253	MATERIEL TECHNIQUE ET DE STUDIO.	5
158,670	63,254	80,892	43,506	4,034	2,251,163	MATERIEL DE REPORTAGE	6
469,459	318,274	189,169	105,634	104,667	7,693,896	AUTOMOBILES ET CAMIONS	7
153,980	46,769	10,465	2,108	1,109	1,228,169	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
174,568	135,657	122,066	124,805	87,793	4,982,196	AUTRES BIENS-FONDS, INSTAL- LATIONS ET MATERIEL.	9
7,031,230	4,296,453	2,945,448	2,253,775	1,168,842	92,447,466	AMELIORATIONS LOCATIVES	10
						TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,
PAR TRANCHE DE RECETTES, 1980 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

GROUP 6 - GROUPE 6	GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		NO
DOLLARS							
1,032,871	599,061	201,641	204,734	358,903	13,874,385	TERRAINS	1
1,232,793	894,783	911,048	480,656	676,105	18,723,480	AMELIORATIONS FONCIERES ET BATIMENTS.	2
742,428	1,012,464	923,929	219,097	793,146	12,221,643	TOUR ET ANTENNE	3
1,574,070	1,462,513	1,374,264	1,645,988	1,555,061	25,220,847	MATERIEL EMETTEUR	4
986,621	1,209,248	1,062,580	1,321,445	872,318	19,677,909	MATERIEL TECHNIQUE ET DE STUDIO.	5
8,998	2,346	12,368	52,469	16,479	364,627	MATERIEL DE REPORTAGE	6
140,355	102,332	78,668	41,938	36,719	2,044,544	AUTOMOBILES ET CAMIONS	7
278,264	283,989	200,736	164,820	211,533	5,451,400	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
264,237	41,542	20,852	469	72,388	2,206,637	AUTRES BIENS-FONDS, INSTAL- LATIONS ET MATERIEL.	9
352,592	221,997	224,958	353,467	368,408	4,957,697	AMELIORATIONS LOCATIVES	10
6,613,229	5,830,275	5,011,044	4,485,087	4,961,060	104,743,169	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 12. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980

NO.		GROUP 1	GROUP 2	GROUP 3
		— GROUPE 1	— GROUPE 2	— GROUPE 3
1	REPORTING UNITS	19	19	19
			DOLLARS	
	OPERATING REVENUE:			
	REVENUE FROM SALE OF AIR TIME:			
2	LOCAL TIME SALES	83,506,134	29,612,484	20,890,682
3	NATIONAL TIME SALES	236,546,156	31,704,024	16,928,693
4	NETWORK TIME SALES	33,537,981	37,547,708	5,688,909
5	TOTAL REVENUE FROM SALE OF AIR TIME	353,590,271	98,864,216	43,508,284
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE	7,762,607	105,557	23,291
7	PRODUCTION REVENUE	32,341,344	2,337,446	1,184,650
8	OTHER REVENUE	5,464,915	1,545,751	718,021
9	TOTAL PRODUCTION AND OTHER REVENUE	45,568,866	3,988,754	1,925,962
10	TOTAL OPERATING REVENUE	399,159,137	102,852,970	45,434,246
	DEPARTMENTAL EXPENSES:			
11	PROGRAM	186,499,085	51,417,704	11,620,238
12	TECHNICAL	23,592,000	8,467,398	4,012,776
13	SALES AND PROMOTION	35,038,498	9,978,983	6,759,567
14	ADMINISTRATION AND GENERAL	56,458,508	16,804,728	10,372,829
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	301,588,091	86,668,813	32,765,410
16	DEPRECIATION	12,166,119	3,702,147	2,505,185
17	INTEREST EXPENSE	12,737,533	2,333,703	930,660
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	5,376,819	4,290,017	1,203,089
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	78,044,213	14,438,324	10,436,080
20	PROVISION FOR INCOME TAXES	35,164,240	6,507,795	5,314,911
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	42,879,973	7,930,529	5,121,169
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	98,835,300	28,452,093	15,497,729
23	AVERAGE NUMBER OF EMPLOYEES	4,066	1,439	846

TABLEAU 12. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR TRANCHE DE RECETTES, 1980

GROUP 4 - GROUPE 4	TOTAL				
					NO
18	75	UNITES DECLARANTES			1
DOLLARS					
		RECETTES D'EXPLOITATION:			
		RECETTES DE LA VENTE DE TEMPS D'ANTENNE:			
6,914,425	140,923,725	VENTES DE TEMPS D'ANTENNE (LOCAL)			2
4,982,206	290,161,079	VENTES DE TEMPS D'ANTENNE (NATIONAL)			3
2,099,467	78,874,065	VENTES DE TEMPS D'ANTENNE (RESEAU)			4
13,996,098	509,958,869	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE			5
		RECETTES DE PRODUCTION ET AUTRES RECETTES:			
97,112	7,988,567	VENTES DE DROITS DE DIFFUSION			6
398,680	36,262,120	RECETTES DE PRODUCTION			7
98,039	7,826,726	AUTRES RECETTES			8
593,831	52,077,413	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES			9
14,589,929	562,036,282	TOTAL, RECETTES D'EXPLOITATION			10
		DEPENSES INTERNES:			
5,650,040	255,187,067	EMISSIONS			11
1,447,795	37,519,969	SERVICES TECHNIQUES			12
1,580,750	53,357,798	VENTES ET PROMOTION			13
3,780,802	87,416,867	ADMINISTRATION ET FRAIS GENERAUX			14
12,459,387	433,481,701	TOTAL PARTIEL, DEPENSES INTERNES			15
1,375,156	19,748,607	AMORTISSEMENT			16
987,517	16,989,413	INTERETS VERSES			17
279,445	11,149,370	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)			18
47,314	102,965,931	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU			19
252,181	47,239,127	PROVISION POUR IMPOTS SUR LE REVENU			20
204,867-	55,726,804	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU			21
5,924,448	148,709,570	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES			22
334	6,685	EFFECTIFS MOYENS			23

TABLE 13A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980 (HISTORICAL COST)

TABLEAU 13A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1980 (COUT D'ORIGINE)

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS	5,608,504	754,405	382,155	246,888	6,991,952
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	55,508,494	6,590,495	5,381,579	1,385,810	68,866,378
TOWER AND ANTENNA SYSTEM - TOUR ET ANTENNE	7,924,315	6,415,691	5,480,607	1,618,003	21,438,616
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	17,235,318	9,870,327	9,588,179	4,422,781	41,116,605
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	87,121,047	22,155,665	17,732,447	8,018,585	135,027,744
MOBILE EQUIPMENT - MATERIEL DE REPORTAGE	6,962,089	489,637	389,401	73,672	7,914,799
AUTOMOBILES AND TRUCKS - AUTOMOBILES ET CAMIONS ..	971,006	730,965	364,903	420,569	2,487,443
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	8,050,428	1,909,554	1,305,530	553,820	11,819,332
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	19,016,210	398,122	253,123	53,961	19,721,416
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	4,306,789	1,496,840	678,124	146,189	6,627,942
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	212,704,200	50,811,701	41,556,048	16,940,278	322,012,227

TABLE 13B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980 (ACCUMULATED STANDARDIZED DEPRECIATION)

TABLEAU 13B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1980 (AMORTISSEMENT NORMALISE ACCUMULE)

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	16,572,452	3,664,415	2,563,650	428,667	23,229,184
TOWER AND ANTENNA SYSTEM - TOUR ET ANTENNE	5,068,285	2,984,598	3,370,257	517,918	11,941,058
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	9,783,947	5,729,294	4,725,085	1,670,374	21,908,700
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	54,339,074	13,246,099	11,644,067	3,909,515	83,138,755
MOBILE EQUIPMENT - MATERIEL DE REPORTAGE	4,428,520	313,845	169,415	24,474	4,936,254
AUTOMOBILES AND TRUCKS - AUTOMOBILES ET CAMIONS ..	539,371	453,647	174,173	190,626	1,357,817
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	4,252,672	1,081,189	749,209	212,551	6,295,621
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	1,717,752	368,031	170,653	20,946	2,277,382
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	2,411,628	640,788	193,321	89,431	3,335,168
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	99,113,701	28,481,906	23,759,830	7,064,502	158,419,939

TABLE 13C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1980 (NET VALUE)

TABLEAU 13C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1980 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS	5,608,504	754,405	382,155	246,888	6,991,952
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	38,536,042	2,926,080	2,817,929	957,143	45,637,194
TOWER AND ANTENNA SYSTEM - TOUR ET ANTENNE	2,856,030	3,431,093	2,110,350	1,100,085	9,497,558
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	7,451,371	4,141,033	4,863,094	2,752,407	19,207,905
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	32,781,973	8,909,566	6,088,380	4,109,070	51,888,989
MOBILE EQUIPMENT - MATERIEL DE REPORTAGE	2,533,569	175,792	219,986	49,198	2,978,545
AUTOMOBILES AND TRUCKS - AUTOMOBILES ET CAMIONS ..	431,635	277,318	190,730	229,943	1,129,626
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	3,797,756	828,365	556,321	341,269	5,523,711
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	17,298,458	30,091	82,470	33,015	17,444,034
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES ..	1,895,161	856,052	484,803	56,758	3,292,774
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	113,590,499	22,329,795	17,796,218	9,875,776	163,592,288

TABLE 14. INCOME STATEMENT FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, 1980
TABLEAU 14. ETAT DES REVENUS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, 1980

	RADIO	TELEVISION	TOTAL
	DOLLARS		
OPERATING INCOME (LOSS-) BEFORE UNDER NOTED ITEMS - BENEFICE D'EXPLOITATION (PERTE-) AVANT LES POSTES SUIVANTES.	61,438,187	128,554,581	189,992,768
DEPRECIATION (RECORDED IN ACCOUNTS) - AMORTISSEMENT (COMPTABILISE)	12,392,970	19,748,607	32,141,577
INTEREST EXPENSE - INTERETS VERSES	15,393,597	16,989,413	32,383,010
INVESTMENT AND INTEREST INCOME - REVENUS DE PLACEMENTS ET D'INTERETS	4,590,486	7,570,658	12,161,144
INCIDENTAL BROADCASTING INCOME - RECETTES ACCESSOIRES DE RADIODIFFUSION	1,414,443	1,515,078	2,929,521
AMORTIZATION OF ORGANIZATION AND START UP EXPENSE - AMORTISSEMENT DES FRAIS D'ETABLISSEMENT ET DE MISE EN MARCHE.	789,270	462,955	1,252,225
NET OPERATING PROFIT (LOSS-) - BENEFICE NET D'EXPLOITATION (PERTE-)	38,867,279	100,439,342	139,306,621
AMORTIZATION OF GOODWILL - AMORTISSEMENT DE L'ACHALANDAGE	443,647	412,331	855,978
GAIN (LOSS-) FROM DISPOSAL OF FIXED ASSETS, INVESTMENTS, ETC. - GAIN (PERTE-) SUR REALISATION D'IMMOBILISATIONS, DE PLACEMENTS, ETC.	7,055,231	2,938,920	9,994,151
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE (PERTE-) AVANT IMPOTS SUR LE REVENU.	45,418,863	102,965,931	148,444,794
PROVISION FOR INCOME TAXES - PREVISION POUR IMPOTS SUR LE REVENU	21,620,700	47,239,127	68,859,827
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	23,858,163	55,726,804	79,584,967

TABLE 15. SALARIES, WAGES AND FRINGE BENEFITS, AND EMPLOYEE STATISTICS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, BY STAFF CATEGORIES, 1980
TABLEAU 15. REMUNERATIONS ET AVANTAGES SOCIAUX, ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR CATEGORIE DE PERSONNEL, 1980

	TOTAL REMUNERATION(1) - REMUNERATIONS TOTALES(1)			AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS		
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL
	DOLLARS			NUMBER - NOMBRE		
PROGRAM - EMISSIONS	170,356,949	208,993,000	379,349,949	9,542	7,286	16,828
TECHNICAL - SERVICES TECHNIQUES	29,316,989	30,979,000	60,295,989	1,455	1,177	2,632
SALES AND PROMOTION - VENTES ET PROMOTION	67,236,129	12,143,000	79,379,129	2,538	412	2,950
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	62,144,371	83,464,000	145,608,371	2,697	3,229	5,926
DIRECTORS' FEES - JETONS DE PRESENCE DES ADMINISTRATEURS	661,930	25,000	686,930
TOTAL	329,716,368	335,604,000	665,320,368	16,232	12,104	28,336

(1) REPRESENTS GROSS PAYROLLS WHICH INCLUDES ALL MONIES PAID TO THE EMPLOYEES BEFORE ANY DEDUCTIONS. - REMUNERATIONS BRUTES, SOIT TOUTES LES SOMMES VERSEES AUX SALAIRES AVANT TOUTE DEDUCTION.

GLOSSARY OF TERMS

AM. Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local. Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national. Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate. A station which is paid to broadcast at stated times programs of a given network.

Broadcasting. Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence. A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking. Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year. The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB (The Canadian Association of Broadcasters). L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC (Canadian Broadcasting Corporation). A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC (Canadian Radio-television and Telecommunications Commission). Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

GLOSSAIRE DES TERMES

MA. Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535-1650 kHz.

Publicité locale. Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale. Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et la représentant national pour les ventes ou un réseau.

Station affiliée. Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion. Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion. Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion. Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion. Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters). L'Association canadienne des radiodiffuseurs - Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadiennes.

Société Radio-Canada. Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la radiodiffusion et des télécommunications canadiennes). Établie en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et la fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited). A national television network service comprising a group of privately owned television stations.

Call sign. A broadcasting station identification assigned by the Canadian Radio-television and Telecommunications Commission, consisting of a combination of letters and when applicable numerals.

Channel. A frequency in the radio spectrum assigned to a radio or television station.

Classification of Survey Universe(1)

Business organization. This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit. This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

a single radio station operating independently,

a combination of radio stations (AM/FM),

a single or originating television station operating independently,

an originating television station operating in conjunction with a number of rebroadcasting stations, or,

a regional television network such as **Global Communications Limited**.

(1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as **Standard Broadcasting and Western Broadcasting**.) Holding companies as such are not included in the broadcasting statistics.

CTV (CTV Television Network Limited). Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif. Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la radiodiffusion et des télécommunications canadiennes.

Canal. Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification de l'univers de l'enquête(1)

Entreprise commerciale. Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante. La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

une seule station de radio indépendante,

une combinaison de stations de radio AM/FM,

une station indépendante de télévision unique ou émettrice,

une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou

un réseau régional de télévision comme **Global Communications Limited**.

(1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que **Standard Broadcasting** et **Western Broadcasting**.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Broadcasting station. A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

DOC. Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

FM. Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence. See "Broadcasting Licence".

Licensee. A person or company licensed by the Canadian Radio-television and Telecommunications Commission to carry on a broadcasting undertaking.

National sales representative. The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network. An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate. To broadcast a radio or television program from a specific location.

Program. Presentation in sound and/or image, by broadcast stations.

Radio. Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue. All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Station de radiodiffusion. Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC. Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

MF. Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision.

Licence. Voir "Radiodiffusion".

Titulaire de licence. Personne détentricice d'une licence délivrée par le Conseil de la radiodiffusion et des télécommunications canadiennes et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national. Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau. Organisation formé par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir. Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission. Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio. Toute transmission, émission ou réception de codes, signaux, textes, images sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes. Toutes les recettes de radio-diffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Salaries, wages and fringe benefits. This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

SW. Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting. A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada. A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA Television Network. An independent French language network consisting of nine television stations.

Telecast. A television broadcast.

Telecommunication. Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television. A system of telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel. A frequency in the radio spectrum assigned to a television station.

Traitements, salaires et avantages sociaux. Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

OC. En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur. Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada. Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

La réseau de télévision TVA. Réseau français indépendant composé de neuf stations de télévision.

Télédiffusion. Transmissions d'une émission de télévision.

Télécommunication. Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision. Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision. Bande de fréquences assignée à une station de télévision.

SELECTED PUBLICATIONS

The following are some other reports published by the transportation and communications division dealing with communications.

Catalogue

- 56-001 Communications - Service Bulletin, O., Bil.
- 56-002 Telephone Statistics, M., Bil.
- 56-003 Radio Broadcasting, M., Bil.
- 56-201 Telecommunications, A., Bil.
- 56-202 Telephone Statistics - Preliminary Report on Large Telephone Systems, A., Bil.
- 56-203 Telephone Statistics, A., Bil.
- 56-204 Radio and Television Broadcasting, A., Bil.
- 56-205 Cable Television, A., Bil.
- A. - Annual O. - Occasional Bil. - Bilingual

In addition to the selected publications listed above, Statistics Canada publishes a wide range of statistical reports on Canadian economic and social affairs. A comprehensive catalogue of all current publications is available free on request from from Statistics Canada, Ottawa, (Canada), K1A 0T6.

CHOIX DE PUBLICATIONS

Voici quelques uns des rapports publiés par la division des transports et des communications traitant des communications.

Catalogue

- 56-001 Communications - Bulletin de service, HS., Bil.
- 56-002 Statistique des téléphones, M., Bil.
- 56-003 Radiodiffusion, M., Bil.
- 56-201 Télécommunications, A., Bil.
- 56-202 Statistique des téléphones - Bulletin préliminaire sur les grands réseaux téléphonique, A., Bil.
- 56-203 Statistique du téléphone, A., Bil.
- 56-204 Radio et télévision, A., Bil.
- 56-205 Télédistribution, A., Bil.
- A. - Annuel HS. - Hors série Bil. - Bilingue

Outre les publications ci-dessus énumérées, Statistique Canada publie un grande variété de rapports statistiques sur le Canada tant dans le domaine économique que social. On peut se procurer gratuitement un catalogue complet des publications courantes à Statistique Canada, Ottawa (Canada), K1A 0T6.

Radio and television broadcasting

1981

Radiodiffusion et télévision

1981



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Colombie-Britannique (sud et centrale)	112-800-663-1551
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Transportation and Communications Division
Communications Section

Radio and television broadcasting

1981

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INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-television and Telecommunications Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year to year and related to other forms of communication. Data are compiled on the broadcasting year (the 12 month period from September 1 to August 31) from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the eighth year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's

INTRODUCTION

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année (période de 12 mois allant du 1^{er} septembre au 31 août) par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, **Global Communications Limited**, et sur deux réseaux nationaux, **CTV Television Network Limited** et **Radio-Canada (RC)**. La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la huitième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une

books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

licence. La différence n'est pas grande sur une année, mais elle s'accroît avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formule; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle commune répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into 10 groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1981 and 1980:

Radio

Total operating revenues

1981(1)

Group

Groupe

1. \$2.54 million and over - \$2.54 millions et plus
2. \$1.57-\$2.54 million - millions
3. \$1.16-\$1.57 " "
4. \$891,000-\$1.16 " "
5. \$708,000-\$891,000
6. \$578,000-\$708,000
7. \$417,000-\$578,000
8. \$307,000-\$417,000
9. \$161,000-\$307,000
10. \$161,000 and under - et moins

Television

Total operating revenues

1981(2)

Group

Groupe

1. \$8.93 million and over - \$8.93 millions et plus
2. \$3.67-\$8.93 million - millions
3. \$1.73-\$3.67 " "
4. \$1.73 and under - et moins

(1) See Table 10.

(1) Voir le tableau 10.

(2) See Table 12.

(2) Voir le tableau 12.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en 10 groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour un exposé plus cohérent des données.

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1981 et 1980:

Radio

Recettes totales d'exploitation

1980

Group

Groupe

1. \$2.32 million and over - \$2.32 millions et plus
2. \$1.43-\$2.32 million - millions
3. \$1.04-\$1.43 " "
4. \$814,000-\$1.04 " "
5. \$629,000-\$814,000
6. \$507,000-\$629,000
7. \$382,000-\$507,000
8. \$258,000-\$382,000
9. \$134,000-\$258,000
10. \$134,000 and under - et moins

Télévision

Recettes totales d'exploitation

1980

Group

Groupe

1. \$8.91 million and over - \$8.91 millions et plus
2. \$3.12-\$8.91 million - millions
3. \$1.66-\$3.12 " "
4. \$1.66 and under - et moins

Beginning in 1977 the Balance Sheet data for the radio and television broadcasting industry were separated into groups according to holdings of total assets. The group limits in dollars for Business Organizations' holdings of total assets as shown in their Balance Sheets for 1981 and 1980 are as follows:

Radio and Television

Total Assets

1981(1)

Group

Groupe

1. \$11.17 million and over - \$11.17 millions et plus
2. \$3.02-\$11.17 million - millions
3. \$1.95-\$3.02 " "
4. \$1.11-\$1.95 " "
5. \$799,000-\$1.11 " "
6. \$644,000-\$799,000
7. \$474,000-\$644,000
8. \$371,000-\$474,000
9. \$256,000-\$371,000
10. \$256,000 and under - et moins

(1) See Table 8.

(1) Voir tableau 8.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

À partir de 1977, les données du bilan des entreprises de radiodiffusion et de télévision ont été regroupées selon leur actif total. L'actif des entreprises, établi d'après leurs bilans de 1981 et 1980, permet de les classer dans les groupes suivants:

Radiodiffusion et télévision

Actif total

1980

Group

Groupe

1. \$6.99 million and over - \$6.99 millions et plus
2. \$2.71-\$6.99 million - millions
3. \$1.76-\$2.71 " "
4. \$986,000-\$1.76 " "
5. \$694,000-\$986,000
6. \$553,000-\$694,000
7. \$427,000-\$553,000
8. \$304,000-\$427,000
9. \$202,000-\$304,000
10. \$202,000 and under - et moins

CTV Television Network Limited

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

Canadian Broadcasting Corporation

Financial data of CBC, a Crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March.

Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars.

TEXT TABLE I. Canadian Broadcasting Corporation

Operating Revenues

TABLEAU EXPLICATIF I. Radio-Canada

Recettes d'exploitation

	Radio	Television Télévision	Total
	thousands of dollars		
	milliers de dollars		
Local time sales - Ventes de temps d'antenne (local)	241	11,446	11,687
National time sales - Ventes de temps d'antenne (national)	141	74,454	74,595
Network time sales - Ventes de temps d'antenne (réseau)	10	16,026	16,036
Syndication and production - Droits de diffusion et services de production	-	-	-
Other - Autres	10	6,843	6,853
TOTAL	402	108,769	109,171

Note: Net of agency commissions and station payments.

Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Bill C-22 an Act to adjust the Accounts of Canada was passed by the House of Commons July 3, 1980. The Act provides for the write-off and deletion from the accounts of Canada of the aggregate amount of principal and interest outstanding as at March 31, 1981 in respect of loans made to the Corporation. Consequently, interest expense has not been recorded in the Corporation's accounts for the current year and the principal and interest outstanding have been transferred to the Proprietor's Equity Account.

La Loi C-22 dont le but est de rajuster les comptes du Canada a été votée par la Chambre des communes le 3 juillet 1980. La Loi prévoit la radiation et la suppression, des comptes du Canada, de la somme cumulée du capital et de l'intérêt remboursables au 31 mars 1981 en ce qui concerne les emprunts accordés à la Société. Par conséquent, les intérêts n'ont pas été portés aux comptes de la Société pour l'exercice courant et le capital et l'intérêt remboursables ont été virés au compte du fonds effectif.

Analysis

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1981 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates, but not counted as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Analyse

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radio-diffusion qui ont été prises en compte dans l'enquête de 1981. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec ses principales stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas considérés comme stations de télévision.

TEXT TABLE II. Classification of Survey Universe

TABLEAU EXPLICATIF II. Classification de l'univers de l'enquête

	Radio	Television Télévision	Total
Business organizations - Entreprises commerciales	286
Reporting units - Unités déclarantes	384	75	459
Stations	496	69(1)	

(1) Originating stations.

(1) Stations émettrices.

Excluding CBC, Text Table III shows the number of radio stations included in the 1981 survey and their relation to the reporting units.

Le tableau explicatif III indique le nombre de stations de radio prises en compte dans l'enquête de 1981 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

TEXT TABLE III. Classification of Radio Universe

TABLEAU EXPLICATIF III. Classification de l'univers de la radio

	Reporting units Unités déclarantes	Stations
Single stations - Stations uniques	319	319
AM/FM combinations - Ensembles MA et MF	20	40
Other combinations of radio stations - Autres ensembles de stations de radiodiffusion	45	137
TOTAL	384	496

Radio and Television Broadcasting operating revenues increased from the previous year by 14.0%. Revenue from the sale of air time was \$1.1 billion in 1981 compared to \$1.0 billion in 1980. Total Revenue in 1981 was \$1.2 billion compared to \$1.0 billion in 1980 an increase of 13.5%.

Les recettes d'exploitation de la radiodiffusion et de télévision ont dépassé de 14.0% celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$1.1 milliard en 1981 contre \$1.0 milliard en 1980; les recettes totales en 1981 s'établissaient à \$1.2 milliard et ont dépassé de 13.5% les \$1.0 milliard enregistrés en 1980.

TEXT TABLE IV. Revenue from Sales of Air Time by Source and Sector

TABLEAU EXPLICATIF IV. Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television Télévision	Total	Per cent Pourcentage
	thousands of dollars - milliers de dollars			
Private stations - Stations privées	438,127	589,811	1,027,938	90.9
Canadian Broadcasting Corporation (CBC) - Radio-Canada (RC)	392	101,926	102,318	9.1
TOTAL	438,519	691,737	1,130,256	100.0
Per cent - Pourcentage	38.8	61.2	100.0	

TEXT TABLE V. Air Time Sales by Type of Advertising and Source

TABLEAU EXPLICATIF V. Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television Télévision			
	Private	Canadian Broad- casting Corpo- ration	Total	Per cent	Private	Canadian Broad- casting Corpo- ration	Total	Per cent
	Privée	Radio- Canada		Pour- centage	Privée	Radio- Canada		Pour- centage
	thousands of dollars - milliers de dollars							
Local	322,871	241	323,112	73.7	157,643	11,446	169,089	24.4
National	114,079	141	114,220	26.0	339,166	74,454	413,620	59.8
Network - Réseau	1,177	10	1,187	0.3	93,002	16,026	109,028	15.8
TOTAL	438,127	392	438,519	100.0	589,811	101,926	691,737	100.0
Per cent - Pourcentage	99.9	0.1	100.0		85.3	14.7	100.0	

Note: Slight discrepancies in tables are due to rounding.

Nota: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Radio revenue from sale of air time increased 11.9% to \$438.5 million in 1981 from \$392.0 million in 1980. Television revenue from air time sales increased 13.3% to \$691.7 million in 1981 from \$610.3 million in 1980.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$392.0 millions en 1980 à \$438.5 millions en 1981 une augmentation de 11.9%. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 13.3%, passant de \$610.3 millions en 1980 à \$691.7 millions en 1981.

TEXT TABLE VI. Air Time Sales by Type of Advertising

TABLEAU EXPLICATIF VI. Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television Télévision	Total	Per cent Pourcentage
	thousands of dollars - milliers de dollars			
Local	323,112	169,089	492,201	43.5
National	114,220	413,620	527,840	46.7
Network - Réseau	1,187	109,028	110,215	9.8
TOTAL	438,519	691,737	1,130,256	100.0

Local time sales increased from \$439.0 million in 1980 to \$492.2 million in 1981 or 12.1%. National time sales increased from \$434.0 million in 1980 to \$527.8 million in 1981 or 21.6% while network time sales decreased 18.0% from \$130.0 million in 1980 to \$110.2 million in 1981.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$439.0 millions en 1980 à \$492.2 millions en 1981, ce qui représente une hausse de 12.1% pendant que les ventes au niveau national passaient de \$434.0 millions en 1980 à \$527.8 millions en 1981 (+ 21.6%) et que les ventes à l'échelle du réseau, qui étaient de \$130.0 millions en 1980 n'ont atteint que \$110.2 millions en 1981 (- 18.0%).

Operating expenses in the industry totalled \$1.5 billion in 1981 compared to \$1.3 billion in 1980 an increase of 11.1%. Depreciation was \$72.3 million in 1981 compared to \$64.7 million in 1980 an increase of 11.7%. Interest expense was \$45.3 million compared to \$46.4 million in 1980; a decrease of 2.4%. The net cost of CBC operations increased 7.9% to \$585.8 million in 1981 from \$542.9 million in 1980. In private broadcasting, additions to income from other operations were \$14.1 million in 1981, compared to \$23.0 million in 1980. The net profit before income taxes in 1981 was \$166.3 million compared to \$148.4 million in 1980, an increase of 12.1%. Provision for income taxes amounted to \$80.8 million in 1981 compared to \$68.9 million in 1980. The net profit from operations after provision for income taxes was \$85.5 million compared to \$79.6 million in 1980, an increase of 7.4%.

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$1.5 milliard en 1981 en comparaison de \$1.3 milliard en 1980, ce qui représente une hausse de 11.1%. Les amortissements atteignaient \$72.3 millions en 1981, dépassant de 11.7% le chiffre de \$64.7 millions enregistré en 1980. Les intérêts s'élevaient à \$45.3 millions par rapport à \$46.4 millions en 1980, soit une baisse de 2.4%. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$585.8 millions en 1981, soit une progression de 7.9% par rapport aux \$542.9 millions de 1980. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$14.1 millions en 1981 en comparaison de \$23.0 millions en 1980. Le bénéfice net avant impôts s'établissait à \$166.3 millions en 1981 contre \$148.4 millions en 1980, une augmentation de 12.1%. La provision pour impôts, qui était de \$80.8 millions en 1981, totalisait \$68.9 millions en 1980. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$85.5 millions en 1981 en comparaison de \$79.6 en 1980, ce qui représente un gain de 7.4%.

In 1981 there were, on average, 28,792 employees directly employed in broadcasting compared to 28,336 in 1980 an increase of 456 employees. Salaries, wages, director's fees and fringe benefits paid were \$761.7 million in 1981 compared to \$665.3 million in 1980 an increase of \$14.5 million.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 28,792 en 1981, soit 456 de plus qu'en 1980. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$761.7 millions en 1981, dépassant de \$14.5 millions le chiffre de \$665.3 millions enregistré en 1980.

TABLE 1. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1981, 1980 AND 1979

TABLEAU 1. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1981, 1980 ET 1979

	1981		1980		1979	
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA
	DOLLARS					
OPERATING REVENUE - RECETTES D'EXPLOITATION:						
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL)	480,513,557	11,687,000	427,608,537	10,961,000	377,468,767	10,511,000
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL)	453,245,034	74,595,000	394,102,307	39,584,000	348,710,134	33,460,000
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) ...	94,179,124	16,036,000	79,705,199	50,358,000	65,510,329	43,177,000
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE .	1,027,937,715	102,318,000	901,416,043	100,903,000	791,689,230	87,148,000
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:						
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION	7,973,108	0	8,122,821	0	2,940,831	0
PRODUCTION REVENUE - RECETTES DE PRODUCTION	47,614,178	0	38,334,933	0	27,316,683	0
OTHER REVENUE - AUTRES RECETTES	13,737,419	6,853,000	11,356,074	3,249,000	6,777,758	2,688,000
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	69,324,705	6,853,000	57,813,828	3,249,000	37,035,272	2,688,000
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION	1,097,262,420	109,171,000	959,229,871	104,152,000	828,724,502	89,836,000
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:						
PROGRAM - EMISSIONS	419,645,043	393,898,000	374,291,003	346,629,000	315,073,215	345,891,000
TECHNICAL - SERVICES TECHNIQUES SALES AND PROMOTION - VENTES ET PROMOTION	62,278,184	123,280,000	55,149,211	87,447,000	48,215,091	69,916,000
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	152,586,941	16,597,000	135,757,900	21,514,000	119,043,236	21,843,000
	228,490,366	128,492,000	204,038,989	148,044,000	179,002,005	151,880,000
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES	863,000,534	662,267,000	769,237,103	603,634,000	661,333,547	589,530,000
DEPRECIATION - AMORTISSEMENT	36,718,844	35,539,000	32,141,577	2,566,000	28,030,004	29,302,000
INTEREST EXPENSE - INTERETS VERSES	45,331,646	0	32,383,010	14,053,000	22,121,386	14,053,000
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENJ (DEPENSE-)	14,082,374	2,803,000	22,976,613	3,249,000	21,211,956	3,162,000
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	166,293,770	...	148,444,794	...	138,451,521	...
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA	585,832,000	...	542,852,000	...	539,887,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	80,790,037	...	68,859,827	...	63,684,456	...
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	85,503,733	...	79,584,967	...	74,767,065	...
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS	16,534	12,258	16,232	12,104	15,434	12,241

TABLE 2. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND
TELEVISION BROADCASTING INDUSTRY, 1981
TABLEAU 2. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA
RADIODIFFUSION ET DE LA TELEVISION, 1981

	PRIVATE RADIO	STATIONS - TELEVISION	STATIONS PRIVEES TOTAL	CBC - RADIO-CANADA	TOTAL
			DOLLARS		
OPERATING REVENUE - RECETTES D'EXPLOITATION:					
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA					
VENTE DE TEMPS D'ANTENNE:					
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE					
(LOCAL)	322,870,729	157,642,828	480,513,557	11,687,000	492,200,557
NATIONAL TIME SALES - VENTES DE TEMPS					
D'ANTENNE (NATIONAL)	114,078,996	339,166,038	453,245,034	74,595,000	527,840,034
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE					
(RESEAU)	1,177,082	93,002,042	94,179,124	16,036,000	110,215,124
REVENUE FROM SALE OF AIR TIME - TOTAL -					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	438,126,807	589,810,908	1,027,937,715	102,318,000	1,130,255,715
PRODUCTION AND OTHER REVENUE - RECETTES DE					
PRODUCTION ET AUTRES RECETTES:					
SYNDICATION REVENUE - VENTES DE DROITS DE					
DIFFUSION	143,161	7,829,947	7,973,108	0	7,973,108
PRODUCTION REVENUE - RECETTES DE PRODUCTION ..	3,731,801	43,882,377	47,614,178	0	47,614,178
OTHER REVENUE - AUTRES RECETTES	2,875,813	10,861,606	13,737,419	6,853,000	20,590,419
PRODUCTION AND OTHER REVENUE - TOTAL -					
RECETTES DE PRODUCTION ET AUTRES RECETTES	6,750,775	62,573,930	69,324,705	6,853,000	76,177,705
OPERATING REVENUE - TOTAL - RECETTES					
D'EXPLOITATION	444,877,582	652,384,838	1,097,262,420	109,171,000	1,206,433,420
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:					
PROGRAM - EMISSIONS	136,385,008	283,260,035	419,645,043	393,898,000	813,543,043
TECHNICAL - SERVICES TECHNIQUES	19,379,921	42,898,263	62,278,184	123,280,000	185,558,184
SALES AND PROMOTION - VENTES ET PROMOTION	92,617,082	59,969,859	152,586,941	16,597,000	169,183,941
ADMINISTRATION AND GENERAL - ADMINISTRATION ET					
FRAIS GENERAUX	128,532,328	99,958,038	228,490,366	128,492,000	356,982,366
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL					
PARTIEL, DEPENSES INTERNES	376,914,339	486,086,195	863,000,534	662,267,000	1,525,267,534
DEPRECIATION - AMORTISSEMENT	14,535,172	22,183,672	36,718,844	35,539,000	72,257,844
INTEREST EXPENSE - INTERETS VERSES	21,501,993	23,829,653	45,331,646	0	45,331,646
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES					
REDRESSEMENTS - REVENU (DEPENSE-)	6,638,952	7,443,422	14,082,374	2,803,000	16,885,374
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE					
NET (PERTE-) AVANT IMPOTS SUR LE REVENU	38,565,030	127,728,740	166,293,770	...	166,293,770
NET COST OF CBC OPERATIONS - COUT NET					
D'EXPLOITATION DE RADIO-CANADA	585,832,000	585,832,000
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS					
SUR LE REVENU	21,265,679	59,524,358	80,790,037	...	80,790,037
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE					
NET (PERTE-) APRES IMPOTS SUR LE REVENU	17,299,351	68,204,382	85,503,733	...	85,503,733
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS ...	9,693	6,841	16,534	12,258	28,792

TABLE 3. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1981

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO	MANITOBA
		TERRE-NEUVE ET ILE-DU-PRINCE- EDOUARD	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK			
1	BUSINESS ORGANIZATIONS	7	15	13	67	79	12
	ASSETS						
	CURRENT:						
2	CASH	90,258	2,320,031	138,344	11,216,265	11,546,363	1,103,585
3	SECURITIES	350,000	245,015	530,738	37,395,488	941,816	150,000
4	RECEIVABLES (NET)	3,527,353	5,920,725	3,786,141	49,578,798	87,990,071	11,494,308
5	INVENTORIES	72,327	0	13,163	2,550,457	24,301,735	9,363
6	PREPAID PROGRAM RIGHTS	354,542	9,990	89,483	6,969,002	13,631,757	1,572,761
7	OTHER	180,318	527,722	684,079	6,944,832	32,867,413	832,163
8	TOTAL CURRENT ASSETS	4,574,798	9,023,483	5,241,948	114,654,842	171,279,155	15,162,180
	INVESTMENTS AND ADVANCES:						
9	ASSOCIATED COMPANIES	0	3,967,339	990,332	8,066,774	96,515,730	7,592,830
10	OTHER	67,015	11,205	2,412	5,806,225	24,146,212	9,834,826
11	TOTAL INVESTMENTS AND ADVANCES	67,015	3,978,544	992,744	13,872,999	120,661,942	17,427,656
	FIXED ASSETS, BROADCASTING:						
12	LAND, PROPERTY AND EQUIPMENT	10,827,143	14,312,991	18,912,451	150,403,131	203,294,515	32,792,661
13	LESS: ACCUMULATED DEPRECIATION	6,216,378	8,298,047	12,667,263	56,122,212	103,333,802	13,903,434
14	NET FIXED ASSETS, BROADCASTING	4,610,765	6,014,944	6,245,188	94,280,919	99,960,713	18,889,227
15	NET FIXED ASSETS, NON-BROADCASTING	43,256	103,046	79,930	872,248	6,640,786	273,243
16	INTANGIBLE ASSETS	19,029	107,445	217,759	31,995,416	34,788,273	9,621,572
17	OTHER ASSETS	4,875	600,912	50,652	7,708,028	42,724,089	4,425,366
18	TOTAL FIXED AND OTHER ASSETS	4,677,925	6,826,347	6,593,529	134,856,611	184,113,861	33,209,408
19	TOTAL NON-CURRENT ASSETS	4,744,940	10,804,891	7,586,273	148,729,610	304,775,803	50,637,064
20	TOTAL ASSETS	9,319,738	19,828,374	12,828,221	263,384,452	476,054,958	65,799,244
	LIABILITIES						
	CURRENT:						
21	BANK LOANS AND OVERDRAFTS	576,688	648,065	379,944	21,478,068	29,658,621	3,168,930
22	OTHER LOANS	0	30,000	288,584	973,131	8,577,346	11,880,638
23	ACCOUNTS PAYABLE AND ACCRUED	1,599,742	2,221,671	1,824,411	25,394,650	43,039,694	4,223,088
24	INCOME TAX PAYABLE	191,422	1,155,323	497,127	3,206,632	14,032,845	1,845,195
25	DIVIDENDS PAYABLE	0	0	0	1,224,600	2,000,000	67,927
26	FILM AND PROGRAM CONTRACTS PAYABLE ...	0	0	0	3,002,977	21,188,599	1,794,910
27	CURRENT PORTION LONG-TERM DEBT	184,364	92,525	218,661	4,904,869	11,924,372	346,539
28	OTHER	305,105	1,159,817	88,500	1,492,690	9,482,753	127,004
29	TOTAL CURRENT LIABILITIES	2,857,321	5,307,401	3,297,227	61,677,617	139,904,230	23,454,231
	NON-CURRENT LIABILITIES:						
	LONG-TERM DEBT:						
30	NOTES, MORTGAGES AND BONDS	456,849	1,409,409	3,310,871	53,826,530	73,665,229	1,542,976
31	OBLIGATIONS UNDER CAPITAL LEASES ...	0	0	20,382	328,015	3,234,744	0
32	DEBENTURES	400,000	0	482,469	23,864,746	35,322,015	389,000
33	LESS: CURRENT PORTION	184,364	92,525	218,661	4,904,869	11,924,372	346,539
34	TOTAL LONG-TERM DEBT	672,485	1,316,884	3,595,061	73,114,422	100,297,616	1,585,437
35	DEFERRED INCOME TAXES	83,539	279,401	63,263	11,656,810	12,479,825	3,082,055
36	OTHER LIABILITIES	1,772,284	1,324,099	481,219	4,608,413	31,023,361	1,443,505
37	TOTAL NON-CURRENT LIABILITIES	2,528,308	2,920,384	4,139,543	89,379,645	143,800,802	6,110,997
38	TOTAL LIABILITIES	5,385,629	8,227,785	7,436,770	151,057,262	283,705,032	29,565,228
	SHAREHOLDERS' EQUITY:						
	SHARE CAPITAL ISSUED:						
39	PREFERRED	80,750	72,770	236,250	13,359,382	42,258,890	379,105
40	COMMON	277,755	482,204	235,548	5,494,742	37,905,948	4,389,563
41	RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT END OF YEAR.	3,575,604	10,155,012	4,907,443	92,786,439	106,578,978	31,465,348
42	OTHER SURPLUS	0	890,603	12,210	686,627	5,606,110	0
43	TOTAL SHAREHOLDERS' EQUITY	3,934,109	11,600,589	5,391,451	112,327,190	192,349,926	36,234,016
44	TOTAL LIABILITIES AND EQUITY ...	9,319,738	19,828,374	12,828,221	263,384,452	476,054,958	65,799,244

NOTE: LINE 40, CBC, REPRESENTS THE EQUITY OF THE GOVERNMENT OF CANADA IN THE CBC.

TABLEAU 3. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1981

SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	SUB-TOTAL PRIVATE STATIONS - TOTAL PARTIEL, STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL, PRIVATE STATIONS AND CBC - TOTAL, STATIONS PRIVEES ET RADIO-CANADA		
16	28	49	286	1	287	ENTREPRISES	1
DOLLARS						ACTIF	
2,098,640	1,696,301	1,355,166	31,564,953	3,140,000	34,704,953	DISPONIBILITES:	
398,606	5,774,651	705,465	46,491,779	16,798,000	63,289,779	ENCAISSE	2
7,673,635	30,143,273	22,488,977	222,603,281	26,990,000	249,593,281	VALEURS MOBILIERES	3
239,561	1,154,324	942,764	29,283,694	67,172,000	96,455,694	DEBITEURS (NETS)	4
84,013	4,511,035	7,751,043	34,973,626	22,404,000	57,377,626	STOCKS	5
779,557	4,656,071	2,880,443	50,352,598	2,549,000	52,901,598	DROITS DE PROGRAMMATION PAYES D'AVANCE	6
						AUTRES	7
11,274,012	47,935,655	36,123,858	415,269,931	139,053,000	554,322,931	TOTAL, DISPONIBILITES	8
4,229,492	15,399,958	24,551,118	161,313,573	352,000	161,665,573	PLACEMENTS ET AVANCES:	
587,351	1,462,781	1,161,468	43,079,495	0	43,079,495	SOCIETES AFFILIEES	9
						AUTRES	10
4,816,843	16,862,739	25,712,586	204,393,068	352,000	204,745,068	TOTAL PLACEMENTS ET AVANCES	11
28,303,165	67,701,124	56,607,413	583,154,594	659,724,000	1,242,878,594	IMMOBILISATIONS, RADIODIFFUSION:	
13,442,938	26,789,654	30,220,991	270,994,719	263,814,000	534,808,719	TERRAINS, BIENS ET MATERIEL	12
						MOINS: AMORTISSEMENT ACCUMULE	13
14,860,227	40,911,470	26,386,422	312,159,875	395,910,000	708,069,875	IMMOBILISATIONS NETTES, RADIODIFFUSION	14
65,000	999,900	2,889,619	11,967,028	0	11,967,028	IMMOBILISATIONS NETTES, NON DE RADIO-DIFFUSION	15
2,032,715	9,781,984	6,262,814	94,827,007	0	94,827,007	IMMOBILISATIONS INCORPORELLES	16
3,287	2,593,924	2,743,510	60,854,643	0	60,854,643	AUTRES ELEMENTS D'ACTIF	17
16,961,229	54,287,278	38,282,365	479,808,553	395,910,000	875,718,553	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF	18
21,778,072	71,150,017	63,994,951	684,201,621	396,262,000	1,080,463,621	TOTAL, ACTIF NON DISPONIBLE	19
33,052,084	119,085,672	100,118,809	1,099,471,552	535,315,000	1,634,786,552	TOTAL, ACTIF	20
						PASSIF	
1,440,994	12,626,084	9,292,056	79,269,450	6,873,000	86,142,450	EXIGIBILITES:	
8,057	542,719	728,054	23,028,529	0	23,028,529	EMPRUNTS ET DECOUVERTS BANCAIRES	21
2,194,692	14,245,694	11,650,147	106,393,789	49,231,000	155,624,789	AUTRES EMPRUNTS	22
1,028,116	1,274,573	1,956,339	25,187,572	0	25,187,572	CREDITEURS ET ELEMENTS COURUS	23
0	1,842,490	1,253,037	6,388,054	0	6,388,054	IMPOTS SUR LE REVENU A PAYER	24
39,636	3,277,461	2,967,536	32,271,119	0	32,271,119	DIVIDENDES A VERSER	25
1,624,193	532,693	1,485,287	21,313,503	0	21,313,503	CONTRATS DE FILMS ET D'EMISSIONS A PAYER	26
65,748	3,772,184	23,196,115	39,689,916	31,647,000	71,336,916	PARTIE EXIGIBLE DE LA DETTE A LONG TERME	27
						AUTRES	28
6,401,436	38,113,898	52,528,571	333,541,932	87,751,000	421,292,932	TOTAL, EXIGIBILITES	29
						PASSIF NON EXIGIBLE:	
5,269,434	8,745,718	11,037,815	159,264,831	0	159,264,831	DETTE A LONG TERME:	
1,326,708	52,172	842,074	5,804,095	47,000	5,851,095	BILLETS, HYPOTHEQUES ET OBLIGATIONS	30
3,500,000	4,147,358	3,217,533	71,323,121	0	71,323,121	CONTRATS DE LOCATION - ACQUISITION	31
1,624,193	532,693	1,485,287	21,313,503	0	21,313,503	OBLIGATIONS NON GARANTIES	32
						MOINS: LA PARTIE EXIGIBLE	33
8,471,949	12,412,555	13,612,135	215,078,544	47,000	215,125,544	TOTAL, DETTE A LONG TERME	34
3,031,880	3,589,315	1,405,432	35,671,520	0	35,671,520	IMPOTS SUR LE REVENU DIFFERES	35
2,016,227	9,247,366	4,885,258	56,801,732	98,774,000	155,575,732	AUTRES ELEMENTS DE PASSIF	36
13,520,056	25,249,236	19,902,825	307,551,796	98,821,000	406,372,796	TOTAL, PASSIF NON EXIGIBLE	37
19,921,492	63,363,134	72,431,396	641,093,728	186,572,000	827,665,728	TOTAL, PASSIF	38
						AVOIR DES ACTIONNAIRES:	
156,500	732,110	4,772,556	62,048,313	0	62,048,313	CAPITAL-ACTIONS EMIS:	
684,910	13,225,363	7,121,172	69,817,205	0	69,817,205	ACTIONS PRIVILEGIEES	39
12,278,143	41,590,387	16,437,559	319,774,913	0	319,774,913	ACTIONS ORDINAIRES	40
						BENEFICES NON REPARTIS (DEFICIT ACCUMULE) A LA FIN DE L'ANNEE	41
11,039	174,678	643,874	6,737,393	348,743,000	355,480,393	AUTRES EXCEDENT	42
13,130,592	55,722,538	27,687,413	458,377,824	348,743,000	807,120,824	TOTAL, AVOIR DES ACTIONNAIRES	43
33,052,084	119,085,672	100,118,809	1,099,471,552	535,315,000	1,634,786,552	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES	44

NOTA: LIGNE 40, RADIO-CANADA, REPRESENT L'AVOIR PROPRE DU GOUVERNEMENT DU CANADA A RADIO-CANADA.

TABLE 4. STATEMENT OF CHANGES IN FINANCIAL POSITION FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1981

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU- PRINCE- EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO	
1	BUSINESS ORGANIZATIONS	7	15	13	67	79
				DOLLARS		
	SOURCE OF FUNDS:					
2	OPERATIONS: NET PROFIT (LOSS-) FROM BROADCAST OPER- OPERATIONS AFTER INCOME TAXES.	972,919	4,818,963	1,797,951	22,650,093	26,680,146
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	0	0	40,456	342,525	2,379,708
	EXPENSES NOT REQUIRING OUTLAY OF FUNDS:					
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	756,286	926,181	1,043,096	8,739,769	19,715,250
5	DEFERRED INCOME TAXES	60,916-	22,937	18,444	2,094,261	1,500,894
6	TOTAL FUNDS PROVIDED FROM OPERATIONS ...	1,668,289	5,768,081	2,899,947	33,826,648	50,275,998
	OTHER:					
7	INCREASE IN LONG TERM DEBT	315,541	307,104	546,166	14,829,019	40,256,250
8	PROCEEDS FROM SALE OF SHARE CAPITAL	0	25	0	381,900	16,504,533
9	DECREASE IN FIXED ASSETS: (A) BROADCAST ONLY	18,062	117,886	4,117	627,991	2,415,254
10	(B) NON-BROADCASTING	4,755	1,000	0	18,496	750,068
11	DECREASE IN INVESTMENTS AND ADVANCES	11,000	5,753,859	7,475	574,128	5,414,959
12	OTHER SOURCES OF FUNDS	122,977	35,094	138,272	1,236,257	18,263,932
13	TOTAL, OTHER FUNDS PROVIDED	472,335	6,214,968	696,030	17,667,791	83,604,996
14	TOTAL FUNDS PROVIDED	2,140,624	11,983,049	3,595,977	51,494,439	133,880,994
	APPLICATION OF FUNDS:					
15	PURCHASE OF FIXED ASSETS: (A) BROADCAST ONLY	628,605	1,064,909	1,948,319	20,200,148	26,909,527
16	(B) NON-BROADCASTING	42,511	0	67,594	499,506	1,783,222
17	INCREASE TO INVESTMENTS AND ADVANCES	0	1,783,172	120,240	6,315,502	48,749,060
18	DEFERRED EXPENDITURES	0	0	12,259	846,186	237,033
	DIVIDENDS DECLARED:					
19	(A) COMMON SHARES	75,000	12,560,377	1,668,250	7,453,391	7,367,028
20	(B) PREFERRED SHARES	0	565	12,000	575,016	2,029,964
21	REDUCTION OF LONG TERM DEBT	257,182	146,554	178,401	6,135,482	14,116,374
22	REDEMPTION OF SHARES	0	0	0	32,300	2,166,538
23	OTHER APPLICATION OF FUNDS	31,045	36,098	18,178	2,342,708	17,720,107
24	TOTAL FUNDS USED	1,034,343	15,591,675	4,025,241	44,400,239	121,078,853
25	INCREASE (DECREASE-) IN WORKING CAPITAL	1,106,281	3,608,626-	429,264-	7,094,200	12,802,141
26	WORKING CAPITAL AT BEGINNING OF YEAR	611,196	7,324,708	2,373,985	45,883,025	18,572,784
27	WORKING CAPITAL AT END OF YEAR	1,717,477	3,716,082	1,944,721	52,977,225	31,374,925

TABLEAU 4. ETAT DE L'EVOLUTION DE LA SITUATION FINANCIERE DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, PAR REGION, 1981

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
12	16	28	49	286	ENTREPRISES	1
DOLLARS						
PROVENANCE DES FONDS:						
6,221,301	3,718,109	12,507,167	6,137,084	85,503,733	EXPLOITATION: BENEFICE NET (PERTE-) PROVENANT DE LA RADIODIFFUSION, APRES IMPOT SUR LE REVENU.	2
1,077,503	2,334	403,509	129,044	4,375,079	BENEFICE NET (PERTE-) PROVENANT D'ACTIVITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
2,377,311	2,191,791	4,957,647	4,453,838	45,161,169	DEPENSES NE NECESSITANT PAS DE SORTIE DE FONDS: DEPRECIATION ET AMORTISSEMENT (COMPTABILISE).	4
324,603	924,559	493,782	54,519	5,373,083	IMPOTS SUR LE REVENU DIFFERES	5
10,000,718	6,836,793	18,362,105	10,774,485	140,413,064	ENSEMBLE DES FONDS PROVENANT DE L'EXPLOITATION.	6
250,000	5,898,963	9,215,317	3,732,098	75,350,458	AUTRES: AUGMENTATION DE LA DETTE A LONG TERME	7
34,792	0	54,800	1,879,426	18,855,476	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
37,823	182,442	328,924	288,626	4,021,125	DIMINUTION DES IMMOBILISATIONS: (A) ACTIVITES DE RADIODIFFUSION SEULEMENT.	9
0	4,200	81,550	13,162	873,231	(B) AUTRES ACTIVITES	10
322,358	498,124	3,433,548	302,159	16,317,610	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
458,925	1,080,612	4,469,251	744,187	26,549,507	AUTRES SOURCES DE FONDS	12
1,103,898	7,664,341	17,583,390	6,959,658	141,967,407	TOTAL DES FONDS PROVENANT D'AUTRES SOURCES	13
11,104,616	14,501,134	35,945,495	17,734,143	282,380,471	TOTAL DES FONDS FOURNIS	14
UTILISATION DES FONDS:						
3,189,459	5,157,932	19,158,151	5,750,134	84,007,184	ACHAT D'IMMOBILISATIONS: (A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
633,742	1,212,359	234,169	883,494	5,356,597	(B) AUTRE ACTIVITES	16
12,365,215	1,260,985	2,218,918	2,066,168	74,879,260	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES	17
174,083	2,276	124,506	173,922	1,570,265	FRAIS DIFFERES	18
2,496,969	628,165	8,639,542	4,377,507	45,266,229	DIVIDENDES DECLARES: (A) ACTIONS ORDINAIRES	19
15,839	6,408	1,140	2,450	2,643,382	(B) ACTIONS PRIVILEGIEES	20
3,502,945	1,900,596	727,385	3,275,761	30,240,680	DIMINUTION DE LA DETTE A LONG TERME	21
58,385	78,300	0	323,425	2,658,948	RACHAT D'ACTIONS	22
409,661	1,206,690	937,890	15,903,673	38,606,050	AUTRES UTILISATIONS DES FONDS	23
22,846,298	11,453,711	32,041,701	32,756,534	285,228,595	TOTAL DES FONDS UTILISES	24
11,741,682-	3,047,423	3,903,794	15,022,391-	2,848,124-	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
3,449,631	1,825,153	5,917,963	1,382,322-	84,576,123	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
8,292,051-	4,872,576	9,821,757	16,404,713-	81,727,999	FONDS DE ROULEMENT A LA FIN DE L'ANNEE	27

TABLE 5. REVENUE, EXPENSES AND EMPLOYEES OF PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY AREA, 1981

NO.		NEWFOUNDLAND AND PRINCE EDWARD ISLAND — TERRE-NEUVE ET ILE-DU PRINCE-EDOUARD	NOVA SCOTIA — NOUVELLE- ECOSSE	NEW BRUNSWICK — NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
1	REPORTING UNITS	11	15	13	89	115
				DOLLARS		
	OPERATING REVENUE:					
	REVENUE FROM SALE OF AIR TIME:					
2	LOCAL TIME SALES	8,625,643	11,873,389	9,580,080	62,447,715	104,155,171
3	NATIONAL TIME SALES	1,238,207	2,316,052	1,665,386	28,075,405	44,665,239
4	NETWORK TIME SALES	1,046,224	0	0	33,206	92,494
5	TOTAL REVENUE FROM SALE OF AIR TIME ..	10,910,074	14,189,441	11,245,466	90,556,326	148,912,904
	PRODUCTION AND OTHER REVENUE:					
6	SYNDICATION REVENUE	0	0	0	142,766	0
7	PRODUCTION REVENUE	0	16,852	41,972	1,266,524	378,059
8	OTHER REVENUE	0	34,576	28,051	1,383,231	561,345
9	TOTAL PRODUCTION AND OTHER REVENUE	0	51,428	70,023	2,792,521	939,404
10	TOTAL OPERATING REVENUE	10,910,074	14,240,869	11,315,489	93,348,847	149,852,308
	DEPARTMENTAL EXPENSES:					
11	PROGRAM	3,342,468	4,442,137	3,128,890	31,869,356	44,833,117
12	TECHNICAL	721,282	898,645	598,287	3,541,046	7,001,106
13	SALES AND PROMOTION	1,796,668	2,847,445	2,197,674	19,199,115	33,128,051
14	ADMINISTRATION AND GENERAL	3,588,432	4,358,720	4,189,404	31,045,790	40,608,873
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	9,448,850	12,546,947	10,114,255	85,655,307	125,571,147
16	DEPRECIATION	528,251	418,956	510,426	2,682,444	4,933,926
17	INTEREST EXPENSE	245,206	335,450	382,878	2,774,608	10,090,815
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	459,785	379,630	143,770	908,206	2,167,786
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	1,147,552	1,319,146	451,700	3,144,694	11,424,206
20	PROVISION FOR INCOME TAXES	441,038	655,296	142,832	2,188,403	6,925,170
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	706,514	663,850	308,868	956,291	4,499,036
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	5,030,507	7,786,827	4,740,102	42,795,808	66,261,455
23	AVERAGE NUMBER OF EMPLOYEES	304	415	272	1,990	3,342

TABLEAU 5. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR REGION, 1981

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		NO
19	19	39	64	384	UNITES DECLARANTES	1
					DOLLARS	
14,911,278	16,688,348	45,974,234	48,614,871	322,870,729	RECETTES D'EXPLOITATION:	
4,151,799	3,808,313	14,411,080	13,747,515	114,078,996	RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
0	0	5,158	0	1,177,082	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
					VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
					VENTES DE TEMPS D'ANTENNE (RESEAU)	4
19,063,077	20,496,661	60,390,472	62,362,386	438,126,807	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
0	3,090-	3,485	0	143,161	RECETTES DE PRODUCTION ET AUTRES RECETTES:	
150,028	307,543	1,406,558	164,265	3,731,801	VENTES DE DROITS DE DIFFUSION	6
84,748	216,506	188,501	378,855	2,875,813	RECETTES DE PRODUCTION	7
					AUTRES RECETTES	8
234,776	520,959	1,598,544	543,120	6,750,775	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
19,297,853	21,017,620	61,989,016	62,905,506	444,877,582	TOTAL, RECETTES D'EXPLOITATION	10
6,372,558	6,347,630	16,364,830	19,684,022	136,385,008	DEPENSES INTERNES:	
882,163	877,295	2,148,124	2,711,973	19,379,921	EMISSIONS	11
4,024,271	4,409,104	12,479,259	12,535,495	92,617,082	SERVICES TECHNIQUES	12
4,821,727	5,814,605	16,378,616	17,726,161	128,532,328	VENTES ET PROMOTION	13
					ADMINISTRATION ET FRAIS GENERAUX	14
16,100,719	17,448,634	47,370,829	52,657,651	376,914,339	TOTAL PARTIEL, DEPENSES INTERNES	15
713,991	823,884	1,955,098	1,968,196	14,535,172	AMORTISSEMENT	16
1,112,807	728,767	1,869,253	3,962,209	21,501,993	INTERETS VERSES	17
140,650	223,108	1,357,751	858,266	6,638,952	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
1,510,986	2,239,443	12,151,587	5,175,716	38,565,030	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
892,926	1,193,838	6,500,240	2,325,936	21,265,679	PROVISION POUR IMPOTS SUR LE REVENU	20
618,060	1,045,605	5,651,347	2,849,780	17,299,351	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
9,482,754	9,860,987	26,218,433	29,666,594	201,843,467	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
457	513	1,058	1,342	9,693	EFFECTIFS MOYENS	23

TABLE 6. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY AREA, 1981

NO.	ATLANTIC PROVINCES - PROVINCES DE L'ATLANTIQUE			QUEBEC	ONTARIO
1	REPORTING UNITS	6		17	19
				DOLLARS	
	OPERATING REVENUE:				
	REVENUE FROM SALES OF AIR TIME:				
2	LOCAL TIME SALES	11,071,044	49,893,632		26,005,150
3	NATIONAL TIME SALES	12,662,407	74,663,115		165,755,670
4	NETWORK TIME SALES	9,077,731	18,172,063		30,215,455
5	TOTAL REVENUE FROM SALE OF AIR TIME	32,811,182	142,728,810		221,976,275
	PRODUCTION AND OTHER REVENUE:				
6	SYNDICATION REVENUE	0	4,019,624		3,464,241
7	PRODUCTION REVENUE	746,249	7,387,638		23,488,741
8	OTHER REVENUE	104,709	7,427,178		1,356,269
9	TOTAL PRODUCTION AND OTHER REVENUE	850,958	18,834,440		28,309,251
10	TOTAL OPERATING REVENUE	33,662,140	161,563,250		250,285,526
	DEPARTMENTAL EXPENSES:				
11	PROGRAM	13,084,478	49,750,683		125,129,018
12	TECHNICAL	3,221,844	13,847,812		12,228,402
13	SALES AND PROMOTION	3,474,044	16,498,720		20,887,796
14	ADMINISTRATION AND GENERAL	4,926,026	28,513,716		34,798,557
15	SUB-TOTAL DEPARTMENTAL EXPENSES	24,706,392	108,610,931		193,043,773
16	DEPRECIATION	1,198,959	5,139,703		7,930,702
17	INTEREST EXPENSE	121,561	8,805,680		10,993,742
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	2,403,312	806,996		2,641,142
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	10,038,540	39,813,932		40,958,451
20	PROVISION FOR INCOME TAXES	3,966,844	17,541,041		19,787,110
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	6,071,696	22,272,891		21,171,341
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	9,886,790	44,911,627		59,598,037
23	AVERAGE NUMBER OF EMPLOYEES	435	1,782		2,392

TABLEAU 6. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR REGION, 1981

MANITOBA AND/ET SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON — COLOMBIE- BRITANNIQUE ET YUKON	TOTAL		
14	10	9	75	UNITES DECLARANTES	1
	DOLLARS				
RECETTES D'EXPLOITATION:					
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:					
17,219,195	31,317,998	22,135,809	157,642,828	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
20,902,445	37,636,317	27,546,084	339,166,038	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
10,182,069	13,106,564	12,248,160	93,002,042	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
48,303,709	82,060,879	61,930,053	589,810,908	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:					
48,452	297,630	0	7,829,947	VENTES DE DROITS DE DIFFUSION	6
1,457,677	7,433,579	3,368,493	43,882,377	RECETTES DE PRODUCTION	7
797,257	999,001	177,192	10,861,606	AUTRES RECETTES	8
2,303,386	8,730,210	3,545,685	62,573,930	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9
50,607,095	90,791,089	65,475,738	652,384,838	TOTAL, RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:					
20,646,679	40,416,290	34,232,887	283,260,035	EMISSIONS	11
3,694,961	5,235,342	4,669,902	42,898,263	SERVICES TECHNIQUES	12
4,843,166	8,489,134	5,776,999	59,969,859	VENTES ET PROMOTION	13
6,779,184	15,408,314	9,532,241	99,958,038	ADMINISTRATION ET FRAIS GENERAUX	14
35,963,990	69,549,080	54,212,029	486,086,195	TOTAL PARTIEL, DEPENSES INTERNES	15
2,535,812	3,173,856	2,204,640	22,183,672	AMORTISSEMENT	16
989,538	2,013,138	905,994	23,829,653	INTERETS VERSES	17
218,279	1,143,074	230,619	7,443,422	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
11,336,034	17,198,089	8,383,694	127,728,740	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19
5,714,988	8,251,412	4,262,963	59,524,358	PROVISION POUR IMPOTS SUR LE REVENU	20
5,621,046	8,946,677	4,120,731	68,204,382	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21
14,380,876	23,668,702	19,501,198	171,947,230	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
629	884	719	6,841	EFFECTIFS MOYENS	23

TABLE 7A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1981 (HISTORICAL COST)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	442,545	595,456	479,706	6,672,447	13,053,976
2 LAND IMPROVEMENTS AND BUILDINGS	2,079,264	2,688,410	3,672,583	52,647,474	28,359,453
3 TOWER AND ANTENNA SYSTEM	1,934,286	1,054,067	1,641,544	8,449,544	17,015,579
4 TRANSMITTER EQUIPMENT	1,734,065	2,811,709	5,490,109	17,440,373	32,602,846
5 STUDIO AND TECHNICAL EQUIPMENT	2,812,039	5,424,744	6,191,857	45,131,604	80,154,292
6 MOBILE EQUIPMENT	96,445	51,724	111,524	2,432,355	5,206,777
7 AUTOMOBILES AND TRUCKS	456,503	391,752	227,911	1,537,629	2,561,210
8 FURNITURE AND FIXTURES	636,053	866,375	714,632	6,915,969	11,201,635
9 OTHER PROPERTY, PLANT AND EQUIPMENT	9,535	144,084	57,209	3,790,000	3,360,372
10 LEASEHOLD IMPROVEMENTS	626,408	284,670	325,376	3,428,941	9,156,024
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	10,827,143	14,312,991	18,912,451	148,446,336	202,672,164

TABLE 7B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1981 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	***	***	***	***	***
2 LAND IMPROVEMENTS AND BUILDINGS	647,882	1,220,037	1,979,421	11,827,624	12,644,434
3 TOWER AND ANTENNA SYSTEM	912,913	595,639	893,646	3,816,707	9,666,315
4 TRANSMITTER EQUIPMENT	1,219,966	1,593,245	3,381,369	9,370,679	18,166,267
5 STUDIO AND TECHNICAL EQUIPMENT	1,946,224	3,597,844	4,863,730	27,452,070	50,966,999
6 MOBILE EQUIPMENT	66,131	34,383	72,500	1,717,644	2,354,387
7 AUTOMOBILES AND TRUCKS	242,710	245,569	172,217	790,158	1,418,816
8 FURNITURE AND FIXTURES	380,689	524,526	470,677	3,657,807	6,226,843
9 OTHER PROPERTY, PLANT AND EQUIPMENT	8,478	47,577	45,506	1,759,397	1,182,360
10 LEASEHOLD IMPROVEMENTS	462,930	137,554	151,031	1,633,527	4,438,440
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	5,887,923	7,996,374	12,030,097	62,025,613	107,064,861

TABLE 7C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1981 (NET VALUE)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND - TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOVA SCOTIA - NOUVELLE- ECOSSE	NEW BRUNSWICK - NOUVEAU- BRUNSWICK	QUEBEC	ONTARIO
	DOLLARS				
1 LAND	442,545	595,456	479,706	6,672,447	13,053,976
2 LAND IMPROVEMENTS AND BUILDINGS	1,431,382	1,468,373	1,693,162	40,819,850	15,715,019
3 TOWER AND ANTENNA SYSTEM	1,021,373	458,428	747,898	4,632,837	7,349,264
4 TRANSMITTER EQUIPMENT	514,099	1,218,464	2,108,740	8,069,694	14,436,579
5 STUDIO AND TECHNICAL EQUIPMENT	865,815	1,826,900	1,328,127	17,679,534	29,187,293
6 MOBILE EQUIPMENT	30,314	17,341	39,024	714,711	2,852,390
7 AUTOMOBILES AND TRUCKS	213,793	146,183	55,694	747,471	1,142,394
8 FURNITURE AND FIXTURES	255,364	341,849	243,955	3,258,162	4,974,792
9 OTHER PROPERTY, PLANT AND EQUIPMENT	1,057	96,507	11,703	2,030,603	2,178,012
10 LEASEHOLD IMPROVEMENTS	163,478	147,116	174,345	1,795,414	4,717,584
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	4,939,220	6,316,617	6,882,354	86,420,723	95,607,303

TABLEAU 7A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1981 (COUT D'ORIGINE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
626,874	527,292	4,828,653	2,363,338	29,590,287	TERRAINS	1
3,573,023	3,300,338	6,220,139	9,259,260	111,799,944	AMELIORATIONS FONCIERES ET BATIMENTS	2
3,264,005	2,927,519	5,194,971	5,347,485	46,829,000	TOUR ET ANTENNE	3
4,852,419	8,635,396	13,334,991	14,616,025	101,517,933	MATERIEL EMETTEUR	4
11,259,908	11,128,956	33,120,299	19,684,703	214,908,402	MATERIEL TECHNIQUE ET DE STUDIO	5
1,047,649	267,832	2,620,352	454,626	12,289,284	MATERIEL DE REPORTAGE	6
265,030	668,554	1,112,185	799,298	8,020,072	AUTOMOBILES ET CAMIONS	7
1,136,538	1,319,254	2,681,794	3,231,978	28,704,228	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
315,496	471,610	1,767,698	719,740	10,635,744	AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	9
333,717	900,443	1,612,253	2,189,868	18,859,700	AMELIORATIONS LOCATIVES	10
26,676,659	30,147,194	72,493,335	58,666,321	583,154,594	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1981 (AMORTISSEMENT NORMALISE ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
***	***	***	***	***	TERRAINS	1
1,896,654	1,300,487	2,859,438	3,966,509	38,342,486	AMELIORATIONS FONCIERES ET BATIMENTS	2
1,552,772	1,200,657	1,880,420	3,084,652	23,603,721	TOUR ET ANTENNA	3
2,108,791	4,722,630	6,487,089	7,204,281	54,254,317	MATERIEL EMETTEUR	4
6,501,284	6,539,081	14,979,169	12,181,379	129,027,780	MATERIEL TECHNIQUE ET DE STUDIO	5
508,903	44,165	1,136,720	264,628	6,199,461	MATERIEL DE REPORTAGE	6
133,897	371,271	584,638	392,223	4,351,499	AUTOMOBILES ET CAMIONS	7
632,868	820,852	1,164,534	1,599,101	15,477,897	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
150,950	94,674	629,366	288,010	4,206,318	AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	9
132,561	335,172	681,923	1,194,421	9,167,559	AMELIORATIONS LOCATIVES	10
13,618,680	15,428,989	30,403,297	30,175,204	284,631,038	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1981 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON - COLOMBIE-BRITANNIQUE ET YUKON	TOTAL		NO
DOLLARS						
626,874	527,292	4,828,653	2,363,338	29,590,287	TERRAINS	1
1,676,369	1,999,851	3,360,701	5,292,751	73,457,458	AMELIORATIONS FONCIERES ET BATIMENTS	2
1,711,233	1,726,862	3,314,551	2,262,833	23,225,279	TOUR ET ANTENNE	3
2,743,628	3,912,766	6,847,902	7,411,744	47,263,616	MATERIEL EMETTEUR	4
4,758,624	4,589,875	18,141,130	7,503,324	85,880,622	MATERIEL TECHNIQUE ET DE STUDIO	5
538,746	223,667	1,483,632	189,998	6,089,823	MATERIEL DE REPORTAGE	6
131,133	297,283	527,547	407,075	3,668,573	AUTOMOBILES ET CAMIONS	7
503,670	498,402	1,517,260	1,632,877	13,226,331	MEUBLES ET ARTICLES D'AMEUBLEMENT	8
164,546	376,936	1,138,332	431,730	6,429,426	AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	9
203,156	565,271	930,330	995,447	9,692,141	AMELIORATIONS LOCATIVES	10
13,057,979	14,718,205	42,090,038	28,491,117	298,523,556	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 8. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY TOTAL ASSETS GROUPING, 1981

NO.	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	GROUP 5 GROUPE 5	GROUP 6 GROUPE 6
1 BUSINESS ORGANIZATIONS	28	29	29	28	29	29
DOLLARS						
ASSETS						
CURRENT:						
2 CASH	20,467,600	3,840,424	2,009,107	2,416,055	603,454	704,145
3 SECURITIES	41,082,055	636,645	1,412,534	890,858	171,969	1,145,166
4 RECEIVABLES (NET)	122,529,077	38,703,057	20,079,751	11,836,451	8,349,504	6,646,063
5 INVENTORIES	26,010,480	2,871,839	72,544	88,256	11,061	5,700
6 PREPAID PROGRAM RIGHTS	31,295,506	3,487,429	108,326	38,337	3,867	19,744
7 OTHER	34,969,890	5,715,246	4,307,006	1,151,637	1,483,819	472,057
8 TOTAL CURRENT ASSETS	276,354,608	55,254,640	27,989,268	16,421,594	10,623,674	8,992,875
INVESTMENTS AND ADVANCES:						
9 ASSOCIATED COMPANIES	123,509,807	20,133,951	9,783,849	5,096,022	1,036,024	1,137,762
10 OTHER	32,196,249	5,652,202	1,917,469	1,506,701	713,079	545,700
11 TOTAL INVESTMENTS AND ADVANCES	155,706,056	25,786,153	11,701,318	6,602,723	1,749,103	1,683,462
FIXED ASSETS, BROADCASTING:						
12 LAND, PROPERTY AND EQUIPMENT	298,582,905	105,067,141	61,388,797	37,615,058	25,033,358	17,070,695
13 LESS: ACCUMULATED DEPRECIATION	121,246,856	50,586,453	36,008,053	21,658,285	12,439,291	8,037,549
14 NET FIXED ASSETS, BROADCASTING	177,336,049	54,480,688	25,380,744	15,956,773	12,594,067	9,033,146
15 NET FIXED ASSETS, NON-BROADCASTING	1,914,978	6,600,408	2,446,876	228,420	242,808	141,547
16 INTANGIBLE ASSETS	67,862,808	19,187,757	1,276,334	2,040,950	1,897,111	826,009
17 OTHER ASSETS	47,211,713	7,505,582	3,345,903	1,236,260	613,642	84,144
18 TOTAL FIXED AND OTHER ASSETS	294,325,548	87,774,435	32,449,857	19,462,403	15,347,628	10,084,846
19 TOTAL NON-CURRENT ASSETS	450,031,604	113,560,588	44,151,175	26,065,126	17,096,731	11,768,308
20 TOTAL ASSETS	726,386,212	168,815,228	72,140,443	42,486,720	27,720,405	20,761,183
LIABILITIES						
CURRENT:						
21 BANK LOANS AND OVERDRAFTS	50,489,552	9,486,469	2,729,876	4,480,261	1,795,429	3,809,474
22 OTHER LOANS	17,909,736	1,384,254	8,057	1,770,829	1,195,945	0
23 ACCOUNTS PAYABLE AND ACCRUED	62,918,281	18,051,341	9,052,719	4,613,275	3,361,371	2,780,385
24 INCOME TAX PAYABLE	15,857,283	5,118,975	1,875,086	1,019,326	236,136	419,672
25 DIVIDENDS PAYABLE	5,356,090	0	123,127	812,783	0	27,627
26 FILM AND PROGRAM CONTRACTS PAYABLE	29,637,912	2,592,948	0	0	19,577	0
27 CURRENT PORTION LONG-TERM DEBT	15,274,646	1,524,452	984,003	1,027,345	706,347	458,235
28 OTHER	27,118,723	7,036,525	1,150,599	709,631	755,860	718,080
29 TOTAL CURRENT LIABILITIES	224,562,223	45,194,964	15,923,467	14,433,450	8,070,665	8,213,473
NON-CURRENT LIABILITIES:						
LONG-TERM DEBT:						
30 NOTES, MORTGAGES AND BONDS	97,899,301	26,933,252	6,010,694	8,174,633	6,029,484	4,992,608
31 OBLIGATIONS UNDER CAPITAL LEASES	2,203,814	930,192	1,640,000	170,828	659,585	108,268
32 DEBENTURES	61,109,373	1,000,000	4,074,404	810,819	1,378,760	662,000
33 LESS: CURRENT PORTION	15,274,646	1,524,452	984,003	1,027,345	706,347	458,235
34 TOTAL LONG-TERM DEBT	145,937,842	27,338,992	10,741,095	8,128,935	7,361,482	5,304,641
35 DEFERRED INCOME TAXES	27,713,882	4,623,738	2,119,413	456,493	270,539	114,050
36 OTHER LIABILITIES	22,510,266	15,339,565	4,154,290	5,592,659	1,736,373	1,707,778
37 TOTAL NON-CURRENT LIABILITIES	196,161,990	47,302,295	17,014,798	14,178,087	9,368,394	7,126,469
38 TOTAL LIABILITIES	420,724,213	92,497,259	32,938,265	28,611,537	17,439,059	15,339,942
SHAREHOLDERS' EQUITY:						
SHARE CAPITAL ISSUED:						
39 PREFERRED	43,384,323	8,968,122	4,064,829	1,202,100	1,068,020	1,412,396
40 COMMON	46,768,613	13,951,368	3,921,314	818,908	1,101,722	564,300
41 RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT END OF YEAR.	213,412,486	50,035,415	31,338,468	11,592,784	8,040,448	3,364,034
42 OTHER SURPLUS	2,096,577	3,363,064	122,433-	261,391	71,156	80,511
43 TOTAL SHAREHOLDERS' EQUITY	305,661,999	76,317,969	39,202,178	13,875,183	10,281,346	5,421,241
44 TOTAL LIABILITIES AND EQUITY	726,386,212	168,815,228	72,140,443	42,486,720	27,720,405	20,761,183

TABLEAU 8. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR ACTIFS TOTAUX PAR GROUPE, 1981

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		
28	29	29	28	286	ENTREPRISES	1
DOLLARS						
					ACTIF	
					DISPONIBILITES:	
462,697	393,715	519,000	148,756	31,564,953	ENCAISSE	2
414,738	455,038	165,000	117,776	46,491,779	VALEURS MOBILIERES	3
5,537,782	4,088,390	3,171,436	1,661,770	222,603,281	DEBITEURS (NETS)	4
47,200	124,748	29,042	22,824	29,283,694	STOCKS	5
12,886	7,531	0	0	34,973,626	DROITS DE PROGRAMMATION PAYES D'AVANCE	5
760,722	602,484	666,222	223,515	50,352,598	AUTRES	7
7,236,025	5,671,906	4,550,700	2,174,641	415,269,931	TOTAL, DISPONIBILITES	8
					PLACEMENTS ET AVANCES:	
247,843	53,963	139,827	174,525	161,313,573	SOCIETES AFFILIEES	9
166,023	208,073	161,476	12,523	43,079,495	AUTRES	10
413,866	262,036	301,303	187,048	204,393,068	TOTAL PLACEMENTS ET AVANCES	11
					IMMOBILISATIONS, RADIODIFFUSION:	
13,518,320	12,625,716	8,087,181	4,165,423	583,154,594	TERRAINS, BIENS ET MATERIEL	12
7,223,404	6,818,829	4,577,127	2,398,872	270,994,719	MOINS: AMORTISSEMENT ACCUMULE	13
6,294,916	5,806,887	3,510,054	1,766,551	312,159,875	IMMOBILISATIONS NETTES, RADIODIFFUSION	14
277,599	0	100,039	14,353	11,967,028	IMMOBILISATIONS NETTES, NON DE RADIODIFFUSION	15
1,190,365	270,132	239,184	36,357	94,827,007	IMMOBILISATIONS INCORPORELLES	15
164,365	574,515	23,678	94,841	60,854,643	AUTRES ELEMENTS D'ACTIF	17
7,927,245	6,651,534	3,872,955	1,912,102	479,808,553	TOTAL, IMMOBILISATIONS ET AUTRES ELEMENTS D'ACTIF	18
8,341,111	6,913,570	4,174,258	2,099,150	684,201,621	TOTAL, ACTIF NON DISPONIBLE	19
15,577,136	12,585,476	8,724,958	4,273,791	1,099,471,552	TOTAL, ACTIF	20
					PASSIF	
					EXIGIBILITES:	
3,097,677	1,719,585	934,978	726,149	79,269,450	EMPRUNTS ET DECOUVERTS BANCAIRES	21
114,479	34,617	230,871	379,741	23,028,529	AUTRES EMPRUNTS	22
1,842,886	1,564,530	1,548,124	660,877	106,393,789	CREDITEURS ET ELEMENTS COURUS	23
204,629	184,737	194,246	77,482	25,187,572	IMPOTS SUR LE REVENU A PAYER	24
0	0	68,427	0	6,388,054	DIVIDENDES A VERSER	25
13,447	0	7,235	0	32,271,119	CONTRATS DE FILMS ET D'EMISSIONS A PAYER	26
470,977	381,899	290,065	195,534	21,313,503	PARTIE EXIGIBLE DE LA DETTE A LONG TERME	27
334,466	1,070,047	445,752	350,233	39,689,916	AUTRES	28
6,078,561	4,955,415	3,719,698	2,390,016	333,541,932	TOTAL, EXIGIBILITES	29
					PASSIF NON EXIGIBLE:	
					DETTE A LONG TERME:	
3,738,067	2,965,848	1,131,571	1,389,373	159,264,831	BILLETTS, HYPOTHEQUES ET OBLIGATIONS	30
62,374	26,708	0	2,326	5,804,095	CONTRATS DE LOCATION - ACQUISITION	31
1,609,360	498,405	180,000	0	71,323,121	OBLIGATIONS NON GARANTIES	32
470,977	381,899	290,065	195,534	21,313,503	MOINS: LA PARTIE EXIGIBLE	33
4,938,824	3,109,062	1,021,506	1,196,165	215,078,544	TOTAL, DETTE A LONG TERME	34
190,979	65,796	88,062	28,568	35,671,520	IMPOTS SUR LE REVENU DIFFERES	35
818,008	1,359,824	286,559	50,209	19,740,141	AUTRES ELEMENTS DE PASSIF	36
6,698,012	5,968,094	1,911,617	1,822,040	307,551,796	TOTAL, PASSIF NON EXIGIBLE	37
12,776,573	10,923,509	5,631,315	4,212,056	641,093,728	TOTAL, PASSIF	38
					AVOIR DES ACTIONNAIRES:	
					CAPITAL-ACTIONS EMIS:	
503,965	480,170	413,660	550,728	62,048,313	ACTIONS PRIVILEGIEES	39
1,049,685	609,351	585,580	446,364	69,817,205	ACTIONS ORDINAIRES	40
985,982	11,444	2,068,303	1,051,563	319,774,913	BENEFICES NON REPARTIS (DEFICIT ACCUMULE-) A LA FIN DE L'ANNEE	41
260,931	583,890	26,100	116,206	6,737,393	AUTRES EXCEDENT	42
2,800,563	1,661,967	3,093,643	61,735	458,377,824	TOTAL, AVOIR DES ACTIONNAIRES	43
15,577,136	12,585,476	8,724,958	4,273,791	1,099,471,552	TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES	44

TABLE 9. STATEMENT OF CHANGES IN FINANCIAL POSITION FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,
BY TOTAL ASSETS GROUPING, 1981

		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
1	BUSINESS ORGANIZATIONS	28	29	29	28	29	29
DOLLARS							
SOURCE OF FUNDS:							
OPERATIONS:							
2	NET PROFIT (LOSS-) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	64,143,471	8,586,877	8,100,849	2,468,344	1,182,777	229,270
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	1,610,329	2,452,684	192,235	28,891	17,181	48,518
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:							
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	23,245,947	9,601,219	4,013,756	2,603,917	1,735,658	1,195,327
5	DEFERRED INCOME TAXES	5,159,654	215,223-	565,445	17,078-	38,777	45,874-
6	TOTAL FUNDS PROVIDED FROM OPERATIONS.	94,159,401	20,425,557	12,872,285	5,084,074	2,974,393	1,427,241
OTHER:							
7	INCREASE IN LONG TERM DEBT	51,032,474	7,776,342	6,126,244	3,244,179	2,868,954	1,168,332
8	PROCEEDS FROM SALE OF SHARE CAPITAL.	13,342,048	3,066,845	978,845	136,000	767,500	360,211
DECREASE IN FIXED ASSETS:							
9	(A) BROADCAST ONLY	1,459,175	482,709	1,001,123	364,947	437,055	47,576
10	(B) NON-BROADCASTING	0	65,728	11,808	726,664	0	4,755
11	DECREASE IN INVESTMENTS AND ADVANCES	5,931,014	5,801,560	2,242,608	895,954	591,284	283,849
12	OTHER SOURCES OF FUNDS	18,954,786	1,704,656	1,589,734	1,798,601	667,850	576,132
13	TOTAL, OTHER FUNDS PROVIDED	90,719,497	18,897,840	11,950,362	7,166,345	5,332,643	2,440,855
14	TOTAL FUNDS PROVIDED	184,878,898	39,323,397	24,822,647	12,250,419	8,307,036	3,868,096
APPLICATION OF FUNDS:							
PURCHASE OF FIXED ASSETS:							
15	(A) BROADCAST ONLY	55,099,121	10,199,227	6,322,350	4,910,669	1,768,658	2,204,298
16	(B) NON-BROADCASTING	1,833,062	2,053,953	621,305	99,307	93,518	249,303
17	INCREASE IN INVESTMENTS AND ADVANCES.	60,984,084	5,250,377	5,393,212	1,731,890	767,341	347,300
18	DEFERRED EXPENDITURES	877,201	199,506	239,127	16,524	26,454	103,204
DIVIDENDS DECLARED:							
19	(A) COMMON SHARES	20,529,588	13,379,895	4,927,757	2,806,220	1,169,762	1,178,580
20	(B) PREFERRED SHARES	1,827,720	0	668,154	93,074	21,403	11,951
21	REDUCTION OF LONG TERM DEBT	19,652,884	2,466,577	2,968,417	916,085	1,016,229	840,184
22	REDEMPTION OF SHARES	1,724,078	29,860	400,000	258,562	80,534	95
23	OTHER APPLICATION OF FUNDS	33,273,269	1,078,546	745,121	1,032,368	1,644,861	304,696
24	TOTAL FUNDS USED	195,801,007	34,657,941	22,285,443	11,864,699	6,588,760	5,239,611
25	INCREASE (DECREASE-) IN WORKING CAPITAL.	10,922,109-	4,665,456	2,537,204	385,720	1,718,276	1,371,515-
26	WORKING CAPITAL AT BEGINNING OF YEAR	62,714,494	5,394,220	9,528,597	1,602,424	834,733	2,150,917
27	WORKING CAPITAL AT END OF YEAR	51,792,385	10,059,676	12,065,801	1,988,144	2,553,009	779,402

TABLEAU 9. ETAT DE L'EVOLUTION DE LA SITUATION FINANCIERE DE L'INDUSTRIE DE LA RADIODIFFUSION ET LA TELEVISION PRIVEE,
PAR ACTIFS TOTAUX PAR GROUPE, 1981

GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
28	29	29	28	286	ENTREPRISES	1
DOLLARS						
PROVENANCE DES FONDS:						
EXPLOITATION:						
157,067	7,129-	680,254	38,047-	85,503,733	BENEFICE NET (PERTE-) PROVENANT DE LA RADIODIFFUSION, APRES IMPOT SUR LE REVENU.	2
4,829-	33,024	2,954-	0	4,375,079	BENEFICE NET (PERTE-) PROVENANT D'ACTIV- ITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
DEPENSES NE NECESSITANT PAS DE SORTIE DE FONDS:						
1,035,111	838,077	561,232	330,925	45,161,169	DEPRECIATION ET AMORTISSEMENT	4
12,376-	110,943-	8,172	2,529	5,373,083	(COMPTABILISE). IMPOTS SUR LE REVENU DIFFERES	5
1,174,973	753,029	1,246,704	295,407	140,413,064	ENSEMBLE DES FONDS PROVENANT DE L'EX- PLOITATION.	6
AUTRES:						
2,020,018	754,437	288,397	71,081	75,350,458	AUGMENTATION DE LA DETTE A LONG TERME	7
80,400	3,002	100	120,525	18,855,476	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
DIMINUTION DES IMMOBILISATIONS:						
166,147	28,133	17,501	16,759	4,021,125	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	9
246	39,226	18,116	6,688	873,231	(B) AUTRES ACTIVITES	10
420,707	10,474	83,898	56,262	16,317,610	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
103,697	662,215	448,280	43,556	26,549,507	AUTRES SOURCES DE FONDS	12
2,791,215	1,497,487	856,292	314,871	141,967,407	TOTAL DES FONDS PROVENANT D'AUTRES SOURCES .	13
3,966,188	2,250,516	2,102,996	610,278	282,380,471	TOTAL DES FONDS FOURNIS	14
UTILISATION DES FONDS:						
ACHAT D'IMMOBILISATIONS:						
1,396,093	890,558	1,003,689	212,521	84,007,184	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
127,002	126,512	149,483	3,152	5,356,597	(B) AUTRE ACTIVITES	16
170,541	156,180	77,210	1,125	74,879,260	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES ..	17
91,881	2,000	0	14,368	1,570,265	FRAIS DIFFERES	18
DIVIDENDES DECLARES:						
394,540	260,891	491,602	127,394	45,266,229	(A) ACTIONS ORDINAIRES	19
14,603	5,032	245	1,200	2,643,382	(B) ACTIONS PRIVILEGIEES	20
963,947	530,545	666,370	219,442	30,240,680	DIMINUTION DE LA DETTE A LONG TERME	21
61,385	12,460	26,574	65,400	2,658,948	RACHAT D'ACTIONS	22
159,341	281,563	51,410	34,875	38,606,050	AUTRES UTILISATIONS DES FONDS	23
3,379,333	2,265,741	2,466,583	679,477	285,228,595	TOTAL DES FONDS UTILISES	24
586,855	15,225-	363,587-	69,199-	2,848,124-	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
570,609	731,716	1,194,589	146,176-	84,576,123	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE	26
1,157,464	716,491	831,002	215,375-	81,727,999	FONDS DE ROULEMENT A LA FIN DE L'ANNEE	27

TABLE 10. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
1	REPORTING UNITS	38	39	38	39	38	39
DOLLARS							
	OPERATING REVENUE:						
	REVENUE FROM SALE OF AIR						
	TIME:						
2	LOCAL TIME SALES	110,281,113	57,257,865	41,138,709	31,485,577	25,112,786	20,442,446
3	NATIONAL TIME SALES	59,988,196	19,391,606	10,136,432	8,132,570	5,062,678	4,635,705
4	NETWORK TIME SALES	614,383	92,494	0	0	508	187,896
5	TOTAL REVENUE FROM SALES OF AIR TIME.	170,883,692	76,741,965	51,275,141	39,618,147	30,175,972	25,266,047
	PRODUCTION AND OTHER						
	REVENUE:						
6	SYNDICATION REVENUE	3,090-	3,485	25,605	0	0	808
7	PRODUCTION REVENUE	1,997,668	364,504	386,316	372,137	141,484	153,663
8	OTHER REVENUE	1,574,594	272,688	155,395	79,553	124,596	87,031
9	TOTAL PRODUCTION AND OTHER REVENUE.	3,569,172	640,677	567,316	451,690	266,080	241,502
10	TOTAL OPERATING REV- ENUE.	174,452,864	77,382,642	51,842,457	40,069,837	30,442,052	25,507,549
	DEPARTMENTAL EXPENSES:						
11	PROGRAM	47,162,506	24,981,671	16,005,396	12,987,339	9,181,468	8,884,397
12	TECHNICAL	5,591,391	3,337,923	2,062,282	1,811,717	1,679,340	1,515,593
13	SALES AND PROMOTION	34,922,635	17,292,664	11,260,756	7,937,418	6,709,712	5,101,478
14	ADMINISTRATION AND GENERAL .	43,741,457	21,365,218	15,859,635	12,407,331	9,860,836	8,840,700
15	SUB-TOTAL, DEPARTMENTAL EXPENSES.	131,417,989	66,977,476	45,188,069	35,143,805	27,431,356	24,342,168
16	DEPRECIATION	3,994,759	2,131,536	1,737,479	1,750,960	1,207,623	1,149,558
17	INTEREST EXPENSE	8,220,904	2,267,292	2,245,603	2,065,860	1,296,849	1,548,082
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-).	1,900,795	2,194,174	96,744-	957,666	321,803	600,135
19	NET PROFIT (LOSS-) BEFORE IN- COME TAXES.	32,720,007	8,200,512	2,574,562	2,066,878	828,027	932,124-
20	PROVISION FOR INCOME TAXES ...	15,253,474	2,913,157	1,022,206	828,927	684,866	120,779-
21	NET PROFIT (LOSS-) AFTER IN- COME TAXES.	17,466,533	5,287,355	1,552,356	1,237,951	143,161	811,345-
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES.	63,564,692	35,292,236	26,459,422	20,295,519	15,504,706	13,698,286
23	AVERAGE NUMBER OF EMPLOYEES ..	2,222	1,566	1,303	1,049	849	818

TABLEAU 10. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR TRANCHE DE RECETTES, 1981

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL		
38	39	38	38	384	UNITES DECLARANTES	1
DOLLARS						
RECETTES D'EXPLOITATION:						
RECETTES DE LA VENTE DE TEMPS D'ANTENNE:						
15,365,968	11,767,817	7,189,107	2,829,341	322,870,729	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
2,977,883	1,961,258	1,437,088	355,580	114,078,996	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
120,993	104,168	54,008	2,632	1,177,082	VENTES DE TEMPS D'ANTENNE (RESEAU)	4
18,464,844	13,833,243	8,680,203	3,187,553	438,126,807	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
RECETTES DE PRODUCTION ET AUTRES RECETTES:						
16,760	0	0	99,593	143,161	VENTES DE DROITS DE DIFFUSION	6
223,130	78,286	10,012	4,601	3,731,801	RECETTES DE PRODUCTION	7
134,374	226,588	189,909	31,085	2,875,813	AUTRES RECETTES	8
374,264	304,874	199,921	135,279	6,750,775	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
18,839,108	14,138,117	8,880,124	3,322,832	444,877,582	TOTAL RECETTES D'EXPLOITATION	10
DEPENSES INTERNES:						
6,124,544	5,392,419	4,104,402	1,560,866	136,385,008	EMISSIONS	11
1,138,789	984,690	569,332	688,864	19,379,921	SERVICES TECHNIQUES	12
3,670,412	3,214,192	1,849,932	657,883	92,617,082	VENTES ET PROMOTION	13
6,335,639	5,455,930	3,272,847	1,392,735	128,532,328	ADMINISTRATION ET FRAIS GENERAUX	14
17,269,384	15,047,231	9,796,513	4,300,348	376,914,339	TOTAL PARTIEL, DEPENSES INTERNES	15
839,946	808,122	538,408	376,781	14,535,172	AMORTISSEMENT	16
1,149,889	1,080,114	565,006	1,062,394	21,501,993	INTERETS VERSES	17
54,808	156,230	109,626	440,459	6,638,952	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
365,303-	2,641,120-	1,910,177-	1,976,232-	38,565,030	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
164,528	243,205	382,949-	659,044	21,265,679	PROVISION POUR IMPOTS SUR LE REVENU	20
529,831-	2,884,325-	1,527,228-	2,635,276-	17,299,351	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
10,451,945	8,541,846	5,857,881	2,176,934	201,843,467	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
645	596	445	200	9,693	EFFECTIFS MOYENS	23

TABLE 11A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981 (HISTORICAL COST)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	GROUPE 5
	DOLLARS				
1 LAND	9,460,985	2,961,703	2,216,370	1,240,875	980,850
2 LAND IMPROVEMENTS AND BUILDINGS	14,463,841	3,228,522	4,112,018	3,853,249	2,661,247
3 TOWER AND ANTENNA SYSTEM	5,976,727	3,515,976	2,970,881	2,716,664	1,570,045
4 TRANSMITTER EQUIPMENT	17,405,479	7,720,969	6,472,250	6,300,461	4,696,340
5 STUDIO AND TECHNICAL EQUIPMENT	17,889,089	8,643,188	6,837,848	5,492,494	4,933,931
6 MOBILE EQUIPMENT	174,577	93,756	157,844	344,925	37,084
7 AUTOMOBILES AND TRUCKS	1,609,928	921,882	567,863	502,066	433,120
8 FURNITURE AND FIXTURES	5,001,189	2,429,520	1,789,053	1,449,324	1,244,497
9 OTHER PROPERTY, PLANT AND EQUIPMENT	1,916,140	480,477	468,958	251,584	137,615
10 LEASEHOLD IMPROVEMENTS	3,878,641	1,613,776	1,345,533	964,134	946,829
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	77,776,596	31,609,769	26,938,618	23,115,776	17,641,558

TABLE 11B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	GROUPE 5
	DOLLARS				
1 LAND	3,932,871	1,078,965	1,466,063	1,276,272	1,283,514
2 LAND IMPROVEMENTS AND BUILDINGS	3,021,117	1,931,351	1,258,512	936,104	898,956
3 TOWER AND ANTENNA SYSTEM	9,268,696	4,224,664	3,377,597	3,225,594	2,699,721
4 TRANSMITTER EQUIPMENT	10,247,294	5,358,148	4,534,702	3,059,467	3,246,998
5 STUDIO AND TECHNICAL EQUIPMENT	124,626	59,114	83,677	75,987	27,719
6 MOBILE EQUIPMENT	889,314	478,701	306,543	283,510	250,444
7 AUTOMOBILES AND TRUCKS	3,093,059	1,342,183	1,038,342	763,010	739,091
8 FURNITURE AND FIXTURES	925,236	166,326	103,604	48,944	55,397
9 OTHER PROPERTY, PLANT AND EQUIPMENT	2,031,246	814,782	694,882	316,873	516,025
10 LEASEHOLD IMPROVEMENTS	33,533,459	15,454,234	12,863,922	9,985,761	9,717,865
11 TOTAL PROPERTY, PLANT AND EQUIPMENT					

TABLE 11C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981 (NET VALUE)

NO.	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	GROUPE 1	GROUPE 2	GROUPE 3	GROUPE 4	GROUPE 5
	DOLLARS				
1 LAND	9,460,985	2,961,703	2,216,370	1,240,875	980,850
2 LAND IMPROVEMENTS AND BUILDINGS	10,530,970	2,149,557	2,645,955	2,576,977	1,377,733
3 TOWER AND ANTENNA SYSTEM	2,955,610	1,584,625	1,712,369	1,780,560	671,089
4 TRANSMITTER EQUIPMENT	8,136,783	3,496,305	3,094,653	3,074,867	1,996,619
5 STUDIO AND TECHNICAL EQUIPMENT	7,641,795	3,285,040	2,303,146	2,433,027	1,686,933
6 MOBILE EQUIPMENT	49,951	34,642	74,167	268,938	9,365
7 AUTOMOBILES AND TRUCKS	720,614	443,181	261,320	218,556	182,676
8 FURNITURE AND FIXTURES	1,908,130	1,087,337	750,711	686,314	505,406
9 OTHER PROPERTY, PLANT AND EQUIPMENT	990,904	314,151	365,354	202,640	82,218
10 LEASEHOLD IMPROVEMENTS	1,847,395	798,994	650,651	647,261	430,804
11 TOTAL PROPERTY, PLANT AND EQUIPMENT	44,243,137	16,155,535	14,074,696	13,130,015	7,923,693

TABLEAU 11A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION, PAR TRANCHE DE RECETTES, 1981 (COUT D'ORIGINE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
DOLLARS							
1,583,279	525,130	419,030	226,314	462,890	20,077,426	TERRAINS	1
2,881,668	1,649,402	1,599,712	764,562	355,509	35,569,730	AMELIORATIONS FONCIERES ET	2
						BATIMENTS.	
2,220,937	2,320,887	1,616,695	542,243	869,807	24,320,862	TOUR ET ANTENNE	3
4,628,829	3,952,603	3,078,910	1,821,997	1,996,128	58,073,966	MATERIEL EMETTEUR	4
3,680,375	2,472,429	3,102,102	2,224,172	1,362,347	56,637,975	MATERIEL TECHNIQUE ET DE	5
						STUDIO.	
46,967	10,254	39,181	23,155	0	927,743	MATERIEL DE REPORTAGE	6
367,106	143,546	159,492	107,800	19,750	4,832,553	AUTOMOBILES ET CAMIONS	7
954,154	674,111	581,437	305,945	318,579	14,747,809	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
458,444	132,531	71,753	27,204	378,801	4,323,507	AUTRES BIENS-FONDS, INSTAL- LATIONS ET MATERIEL.	9
886,876	418,273	596,224	626,106	325,136	11,601,528	AMELIORATIONS LOCATIVES	10
17,708,635	12,299,166	11,264,536	6,669,498	6,088,947	231,113,099	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION, PAR TRANCHE DE RECETTES, 1981 (AMORTISSEMENT NORMALISE ACCUMULE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
DOLLARS							
1,097,701	385,315	489,012	179,037	141,556	11,330,306	TERRAINS	1
1,109,916	710,434	668,926	244,301	266,997	11,046,614	AMELIORATIONS FONCIERES ET	2
						BATIMENTS.	
						TOUR ET ANTENNE	3
2,757,950	2,066,422	1,309,888	722,114	657,056	30,309,702	MATERIEL EMETTEUR	4
2,363,989	1,250,078	1,478,048	1,098,216	583,696	33,220,636	MATERIEL TECHNIQUE ET DE	5
						STUDIO.	
29,408	6,156	18,621	11,805	0	437,113	MATERIEL DE REPORTAGE	6
198,224	84,860	85,238	51,613	12,321	2,640,768	AUTOMOBILES ET CAMIONS	7
592,594	371,635	245,181	122,409	152,385	8,459,889	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
188,674	61,557	25,858	5,239	37,805	1,618,640	AUTRES BIENS-FONDS, INSTAL- LATIONS ET MATERIEL.	9
399,738	155,949	183,359	191,092	104,851	5,408,797	AMELIORATIONS LOCATIVES	10
8,738,194	5,092,406	4,504,131	2,625,826	1,956,667	104,472,465	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 11C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION, PAR TRANCHE DE RECETTES, 1981 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL		NO
DOLLARS							
1,583,279	525,130	419,030	226,314	462,890	20,077,426	TERRAINS	1
1,783,967	1,264,087	1,110,700	585,525	213,953	24,239,424	AMELIORATIONS FONCIERES ET	2
						BATIMENTS.	
1,111,021	1,610,453	947,769	297,942	602,810	13,274,248	TOUR ET ANTENNE	3
1,870,879	1,886,181	1,769,022	1,099,883	1,339,072	27,764,264	MATERIEL EMETTEUR	4
1,316,386	1,222,351	1,624,054	1,125,956	778,651	23,417,339	MATERIEL TECHNIQUE ET DE	5
						STUDIO.	
17,559	4,098	20,560	11,350	0	490,630	MATERIEL DE REPORTAGE	6
168,882	58,686	74,254	56,187	7,429	2,191,785	AUTOMOBILES ET CAMIONS	7
361,560	302,476	336,256	183,536	166,194	6,287,920	MEUBLES ET ARTICLES D'AMEUB- LEMENT.	8
269,770	70,974	45,895	21,965	340,996	2,704,867	AUTRES BIENS-FONDS, INSTAL- LATIONS ET MATERIEL.	9
487,138	262,324	412,865	435,014	220,285	6,192,731	AMELIORATIONS LOCATIVES	10
8,970,441	7,206,760	6,760,405	4,043,672	4,132,280	126,640,634	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 12. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981

NO.		GROUP 1	GROUP 2	GROUP 3
		— GROUPE 1	— GROUPE 2	— GROUPE 3
1	REPORTING UNITS	19	19	19
			DOLLARS	
	OPERATING REVENUE:			
	REVENUE FROM SALE OF AIR TIME:			
2	LOCAL TIME SALES	92,440,550	34,180,145	23,337,640
3	NATIONAL TIME SALES	270,647,600	43,053,135	19,751,005
4	NETWORK TIME SALES	49,472,220	34,501,376	6,320,813
5	TOTAL REVENUE FROM SALE OF AIR TIME	412,560,370	111,734,656	49,409,458
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE	7,676,150	130,739	23,058
7	PRODUCTION REVENUE	39,939,837	1,953,662	1,393,191
8	OTHER REVENUE	9,181,045	842,585	771,901
9	TOTAL PRODUCTION AND OTHER REVENUE	56,797,032	2,926,986	2,188,150
10	TOTAL OPERATING REVENUE	469,357,402	114,661,642	51,597,608
	DEPARTMENTAL EXPENSES:			
11	PROGRAM	211,864,226	52,319,048	13,726,025
12	TECHNICAL	27,193,021	8,684,294	5,340,585
13	SALES AND PROMOTION	37,480,432	12,547,304	7,587,594
14	ADMINISTRATION AND GENERAL	65,526,135	19,022,308	10,925,268
15	SUB-TOTAL, DEPARTMENTAL EXPENSES	342,063,814	92,572,954	37,579,472
16	DEPRECIATION	14,259,789	3,651,993	2,827,082
17	INTEREST EXPENSE	15,219,183	5,713,234	1,167,098
18	OTHER ADJUSTMENTS - INCOME (EXPENSE-)	2,917,886	3,065,582	748,992
19	NET PROFIT (LOSS-) BEFORE INCOME TAXES	100,732,502	15,789,043	10,772,948
20	PROVISION FOR INCOME TAXES	45,289,809	8,073,821	5,655,692
21	NET PROFIT (LOSS-) AFTER INCOME TAXES	55,442,693	7,715,222	5,117,256
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES	113,624,062	33,292,370	17,866,313
23	AVERAGE NUMBER OF EMPLOYEES	4,138	1,448	872

TABLEAU 12. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR TRANCHE DE RECETTES, 1981

GROUP 4 - GROUPE 4	TOTAL		NO
18	75	UNITES DECLARANTES	1
DOLLARS			
		RECETTES D'EXPLOITATION:	
7,684,493	157,642,828	RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
5,714,298	339,166,038	VENTES DE TEMPS D'ANTENNE (LOCAL)	2
2,707,633	93,002,042	VENTES DE TEMPS D'ANTENNE (NATIONAL)	3
		VENTES DE TEMPS D'ANTENNE (RESEAU)	4
16,106,424	589,810,908	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE	5
		RECETTES DE PRODUCTION ET AUTRES RECETTES:	
0	7,829,947	VENTES DE DROITS DE DIFFUSION	6
595,687	43,882,377	RECETTES DE PRODUCTION	7
66,075	10,861,606	AUTRES RECETTES	8
661,762	62,573,930	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES	9
16,768,186	652,384,838	TOTAL, RECETTES D'EXPLOITATION	10
		DEPENSES INTERNES:	
5,350,736	283,260,035	EMISSIONS	11
1,680,363	42,898,263	SERVICES TECHNIQUES	12
2,354,529	59,969,859	VENTES ET PROMOTION	13
4,484,327	99,958,038	ADMINISTRATION ET FRAIS GENERAUX	14
13,869,955	486,086,195	TOTAL PARTIEL, DEPENSES INTERNES	15
1,444,808	22,183,672	AMORTISSEMENT	16
1,730,138	23,829,653	INTERETS VERSES	17
710,962	7,443,422	AUTRES REDRESSEMENTS - REVENU (DEPENSE-)	18
434,247	127,728,740	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU	19
505,036	59,524,358	PROVISION POUR IMPOTS SUR LE REVENU	20
70,789-	68,204,382	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU	21
7,164,485	171,947,230	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES	22
383	6,841	EFFECTIFS MOYENS	23

TABLE 13A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981 (HISTORICAL COST)

TABLEAU 13A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1981 (COUT D'ORIGINE)

	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS	8,005,396	628,084	635,762	243,619	9,512,861
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	61,050,900	6,144,442	6,589,011	2,445,861	76,230,214
TOWER AND ANTENNA SYSTEM - TOUR ET ANTENNE	8,455,819	8,007,859	3,861,544	2,182,916	22,508,138
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	17,274,947	9,270,614	11,870,435	5,027,971	43,443,967
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	106,220,744	24,654,935	18,453,532	8,941,216	158,270,427
MOBILE EQUIPMENT - MATERIEL DE REPORTAGE	10,218,265	385,841	613,927	143,508	11,361,541
AUTOMOBILES AND TRUCKS - AUTOMOBILES ET CAMIONS ..	1,379,369	823,496	446,404	538,250	3,187,519
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	9,536,058	2,343,267	1,380,233	696,841	13,956,419
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	5,251,860	624,077	272,977	163,323	6,312,237
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES .	4,563,167	1,679,100	828,784	187,121	7,258,172
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	231,956,525	54,561,735	44,952,609	20,570,626	352,041,495

TABLE 13B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981 (ACCUMULATED STANDARDIZED DEPRECIATION)

TABLEAU 13B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1981 (AMORTISSEMENT NORMALISE ACCUMULE)

	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	19,658,100	3,389,276	3,104,358	860,446	27,012,180
TOWER AND ANTENNA SYSTEM - TOUR ET ANTENNE	5,180,436	4,585,495	1,867,192	923,984	12,557,107
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	10,354,219	5,120,711	5,647,224	2,822,461	23,944,615
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	62,089,969	16,102,230	11,933,441	5,681,504	95,807,144
MOBILE EQUIPMENT - MATERIEL DE REPORTAGE	5,167,776	273,615	228,792	92,165	5,762,348
AUTOMOBILES AND TRUCKS - AUTOMOBILES ET CAMIONS ..	648,966	554,268	242,131	265,366	1,710,731
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	4,606,926	1,327,731	756,888	326,463	7,018,008
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	2,110,076	250,411	191,124	36,067	2,587,678
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES .	2,503,557	825,970	316,359	112,876	3,758,762
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	112,320,025	32,429,707	24,287,509	11,121,332	180,158,573

TABLE 13C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1981 (NET VALUE)

TABLEAU 13C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION, PAR TRANCHE DE RECETTES, 1981 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

	GROUP 1 GROUPE 1	GROUP 2 GROUPE 2	GROUP 3 GROUPE 3	GROUP 4 GROUPE 4	TOTAL
			DOLLARS		
LAND - TERRAINS	8,005,396	628,084	635,762	243,619	9,512,861
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS	41,392,800	2,755,166	3,484,653	1,585,415	49,218,034
TOWER AND ANTENNA SYSTEM - TOUR ET ANTENNE	3,275,383	3,422,364	1,994,352	1,258,932	9,951,031
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR	6,920,728	4,149,903	6,223,211	2,205,510	19,499,352
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO	44,130,775	8,552,705	6,520,091	3,259,712	62,463,283
MOBILE EQUIPMENT - MATERIEL DE REPORTAGE	5,050,489	112,226	385,135	51,343	5,599,193
AUTOMOBILES AND TRUCKS - AUTOMOBILES ET CAMIONS ..	730,403	269,228	204,273	272,884	1,476,788
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT	4,929,132	1,015,556	623,345	370,378	6,938,411
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES BIENS-FONDS, INSTALLATIONS ET MATERIEL	3,141,784	373,666	81,853	127,256	3,724,559
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES .	2,059,610	853,130	512,425	74,245	3,499,410
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL	119,636,500	22,132,028	20,665,100	9,449,294	171,882,922

TABLE 14. INCOME STATEMENT FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, 1981
TABLEAU 14. ETAT DES REVENUS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, 1981

	RADIO	TELEVISION	TOTAL
	DOLLARS		
OPERATING INCOME (LOSS-) BEFORE UNDER NOTED ITEMS - BENEFICE D'EXPLOITATION (PERTE-) AVANT LES POSTES SUIVANTES.	67,963,243	166,298,643	234,261,886
DEPRECIATION (RECORDED IN ACCOUNTS) - AMORTISSEMENT (COMPTABILISE)	14,535,172	22,183,672	36,718,844
INTEREST EXPENSE - INTERETS VERSES	21,501,993	23,829,653	45,331,646
INVESTMENT AND INTEREST INCOME - REVENUS DE PLACEMENTS ET D'INTERETS	3,622,974	7,433,539	11,056,513
INCIDENTAL BROADCASTING INCOME - RECETTES ACCESSOIRES DE RADIODIFFUSION	2,124,156	1,633,109	3,757,265
AMORTIZATION OF ORGANIZATION AND START UP EXPENSE - AMORTISSEMENT DES FRAIS D'ETABLISSEMENT ET DE MISE EN MARCHE.	928,820	493,026	1,421,846
NET OPERATING PROFIT (LOSS-) - BENEFICE NET D'EXPLOITATION (PERTE-)	36,744,388	128,858,940	165,603,328
AMORTIZATION OF GOODWILL - AMORTISSEMENT DE L'ACHALANDAGE	938,498	228,064	1,166,562
GAIN (LOSS-) FROM DISPOSAL OF FIXED ASSETS, INVESTMENTS, ETC. - GAIN (PERTE-) SUR REALISATION D'IMMOBILISATIONS, DE PLACEMENTS, ETC.	2,759,140	902,136-	1,857,004
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE (PERTE-) AVANT IMPOTS SUR LE REVENU.	38,565,030	127,728,740	166,293,770
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU	21,265,679	59,524,358	80,790,037
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	17,299,351	68,204,382	85,503,733

TABLE 15. SALARIES, WAGES AND FRINGE BENEFITS, AND EMPLOYEE STATISTICS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, BY STAFF CATEGORIES, 1981

TABLEAU 15. REMUNERATIONS ET AVANTAGES SOCIAUX, ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR CATEGORIE DE PERSONNEL, 1981

	TOTAL REMUNERATION(1) - REMUNERATIONS TOTALES(1)			AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS		
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIO-CANADA	TOTAL
	DOLLARS			NUMBER - NOMBRE		
PROGRAM - EMISSIONS	194,241,905	244,424,000	438,665,905	9,700	7,196	16,896
TECHNICAL - SERVICES TECHNIQUES	32,756,280	39,472,000	72,228,280	1,476	1,558	3,034
SALES AND PROMOTION - VENTES ET PROMOTION	76,523,025	10,133,000	86,656,025	2,569	356	2,925
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	69,299,921	93,858,000	163,157,921	2,789	3,148	5,937
DIRECTORS' FEES - JETONS DE PRESENCE DES ADMINISTRATEURS	969,566	24,000	993,566
TOTAL	373,790,697	387,911,000	761,701,697	16,534	12,258	28,792

(1) REPRESENTS GROSS PAYROLLS WHICH INCLUDES ALL MONIES PAID TO THE EMPLOYEES BEFORE ANY DEDUCTIONS. - REMUNERATIONS BRUTES, SOIT TOUTES LES SOMMES VERSEES AUX SALARIES AVANT TOUTE DEDUCTION.

GLOSSARY OF TERMS

AM. Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

Advertising, local. Advertising carried by radio and television stations on behalf of a local advertiser.

Advertising, national. Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate. A station which is paid to broadcast at stated times programs of a given network.

Broadcasting. Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence. A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking. Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year. The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

CAB (The Canadian Association of Broadcasters). L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CBC (Canadian Broadcasting Corporation). A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC (Canadian Radio-television and Telecommunications Commission). Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

GLOSSAIRE DES TERMES

MA. Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535-1650 kHz.

Publicité locale. Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale. Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et la représentant national pour les ventes ou un réseau.

Station affiliée. Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion. Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion. Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion. Comprend un entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion. Période de 12 mois allant du 1^{er} septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters). L'Association canadienne des radiodiffuseurs - Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada. Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la radiodiffusion et des télécommunications canadiennes). Établie en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et la fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited). A national television network service comprising a group of privately owned television stations.

Call sign. A broadcasting station identification assigned by the Canadian Radio-television and Telecommunications Commission, consisting of a combination of letters and when applicable numerals.

Channel. A frequency in the radio spectrum assigned to a radio or television station.

Classification of Survey Universe(1)

Business organization. This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit. This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

a single radio station operating independently,

a combination of radio stations (AM/FM),

a single or originating television station operating independently,

an originating television station operating in conjunction with a number of rebroadcasting stations, or,

a regional television network such as **Global Communications Limited.**

(1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as **Standard Broadcasting and Western Broadcasting.**) Holding companies as such are not included in the broadcasting statistics.

CTV (CTV Television Network Limited). Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif. Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la radiodiffusion et des télécommunications canadiennes.

Canal. Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

Classification de l'univers de l'enquête(1)

Entreprise commerciale. Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante. La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

une seule station de radio indépendante,

une combinaison de stations de radio AM/FM,

une station indépendante de télévision unique ou émettrice,

une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou

un réseau régional de télévision comme **Global Communications Limited.**

(1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que **Standard Broadcasting** et **Western Broadcasting.**) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

Broadcasting station. A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

DOC. Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

FM. Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence. See "Broadcasting Licence".

Licensee. A person or company licensed by the Canadian Radio-television and Telecommunications Commission to carry on a broadcasting undertaking.

National sales representative. The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers.

Network. An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

Originate. To broadcast a radio or television program from a specific location.

Program. Presentation in sound and/or image, by broadcast stations.

Radio. Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide.

Revenue. All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Station de radiodiffusion. Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC. Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

MF. Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision.

Licence. Voir "Radiodiffusion".

Titulaire de licence. Personne détentrice d'une licence délivrée par le Conseil de la radiodiffusion et des télécommunications canadiennes et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national. Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau. Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir. Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission. Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio. Toute transmission, émission ou réception de codes, signaux, textes, images sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes. Toutes les recettes de radio-diffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Salaries, wages and fringe benefits. This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

SW. Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting. A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada. A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA Television Network. An independent French language network consisting of nine television stations.

Telecast. A television broadcast.

Telecommunication. Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television. A system of telecommunication for the transmission of audio and video signals usually for reception by the general public.

Television channel. A frequency in the radio spectrum assigned to a television station.

Traitements, salaires et avantages sociaux. Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

OC. En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur. Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada. Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

La réseau de télévision TVA. Réseau français indépendant composé de neuf stations de télévision.

Télédiffusion. Transmissions d'une émission de télévision.

Télécommunication. Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision. Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général.

Canal de télévision. Bande de fréquences assignée à une station de télévision.

SELECTED PUBLICATIONS

The following are some other reports published by the transportation and communications division dealing with communications.

Catalogue

- 56-001 Communications - Service Bulletin, O., Bil.
- 56-002 Telephone Statistics, M., Bil.
- 56-201 Telecommunications, A., Bil.
- 56-202 Telephone Statistics - Preliminary Report on Large Telephone Systems, A., Bil.
- 56-203 Telephone Statistics, A., Bil.
- 56-204 Radio and Television Broadcasting, A., Bil.
- 56-205 Cable Television, A., Bil.

A. - Annual O. - Occasional Bil. - Bilingual

In addition to the selected publications listed above, Statistics Canada publishes a wide range of statistical reports on Canadian economic and social affairs. A comprehensive catalogue of all current publications is available free on request from Statistics Canada, Ottawa, (Canada), K1A 0T6.

CHOIX DE PUBLICATIONS

Voici quelques uns des rapports publiés par la division des transports et des communications traitant des communications.

Catalogue

- 56-001 Communications - Bulletin de service, HS., Bil.
- 56-002 Statistique des téléphones, M., Bil.
- 56-201 Télécommunications, A., Bil.
- 56-202 Statistique des téléphones - Bulletin préliminaire sur les grands réseaux téléphonique, A., Bil.
- 56-203 Statistique du téléphone, A., Bil.
- 56-204 Radio et télévision, A., Bil.
- 56-205 Télédistribution, A., Bil.

A. - Annuel HS. - Hors série Bil. - Bilingue

Outre les publications ci-dessus énumérées, Statistique Canada publie un grande variété de rapports statistiques sur le Canada tant dans le domaine économique que social. On peut se procurer gratuitement un catalogue complet des publications courantes à Statistique Canada, Ottawa (Canada), K1A 0T6.

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